

Applied Science Department

*label*  
Reference Dept.  
Feb 1931

# MODERN PACKAGING



v. 4<sup>1</sup> Sept 1930 - Feb 1931



*label*

A368005

modernized packages increase sales..



To keep pace with the modern trend, many large manufacturers selected us to design and make their NEW complete packages. They enjoyed immediate public acceptance with tremendous sales increases. We invite other manufacturers to consult with us on how to improve and modernize THEIR packages.

ALL WORK DONE IN OUR CONVENIENTLY LOCATED PLANT

CREATORS AND MANUFACTURERS OF  
FOLDING PAPER BOXES » COUNTER DISPLAYS » LABELS » FOLDERS

TELEPHONE WALKER 9494★

BROOKS & PORTER, INC.

304-322 HUDSON STREET, NEW YORK



Ref. 658.7884

Shelved in 1953



# Beyond Price Competition



IT IS generally known that good packaging is not only valuable to protect foods and prevent waste -- it also results in the "Consumer identity" which is a big help to keep prices at a profit making level.

This important factor of price-maintenance alone, would make packaging a necessity but there are other vital reasons. There are new conditions and shifting markets -- changes in types of cartons and in production methods -- all calling for special wrappers to fit the varying products, climates and shipping conditions.

This company is proud to be consulted by so many industrial leaders who look to its skilled corps of Research Engineers for the exact protection of their products; foods wet and dry, greasy or fresh -- to be shipped to any climate, a mile away or across the world.

Whatever your particular problems are will you let us talk them over? There is not the slightest obligation entailed.

**KALAMAZOO  
VEGETABLE PARCHMENT CO.**

**KALAMAZOO -- MICHIGAN**

MANUFACTURING WORLD-FAMOUS FOOD-PROTECTION PAPERS

# KVP

# PROTECTION PAPERS

September, 1930

# MODERN PACKAGING

*For the Service of Those Industries Where Packaging Is a Factor*

Volume 4  
Number 1

September  
1930

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*A high degree of flexibility and interchangeability in packaging equipment is successfully attained at a pharmaceutical manufacturing plant. See page 37.*

*A timely discussion of packaging developments as they may be affected by the introduction of moulded pulp containers in this country is given on page 46.*

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## Look To The Source . . . . . Buyer

The buyer of any article used in the manufacture of his product is interested as much in the reliability, the constancy, the experience and the initiative of the organization which serves him as he is in the article itself.

In SYLPHRAP, we have given to the packaging world a perfect, transparent cellulose, clear and constantly uniform, attracting with its silver sheen countless potential buyers who are eventually counted upon the cash register.

Of equal importance is the standard of service we have set for ourselves, the "long pull" viewpoint which governs our relations with our markets and the research policy to which we have dedicated ourselves, a policy which deems the results of research to be important factors in packaging development.

SYLPHRAP, made in Fredericksburg, Va., is the up-to-date successor of Fenestra (made in Belgium) which has long been used and recognized for quality.

### Sylvania Industrial Corporation

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WINNIPEG, VANCOUVER  
POLLOCK PAPER & BOX CO.  
DALLAS, TEXAS



# REDINGTON

*Machines will be doing*  
**Heavy Duty**  
*in 1942*



*for Far Sighted Firms*

**M**AYBE 1942 is looking pretty far ahead. Yet many Redington Packaging Machines built in 1918-1919-1920 are still going strong at top efficiency. In a few cases they date as far back as 1915 and 1916. In every case they have paid for themselves many times over in labor savings alone!

For instance, the Redingtons built for the American Chic Co. between 1918 and 1920 are still cartoning *all* the Chiclets produced and at a speed and efficiency that appreciably exceeds the original guarantee. The Redington built for Forhan Co. in 1920 is another veteran that is doing heavy duty ten years after.

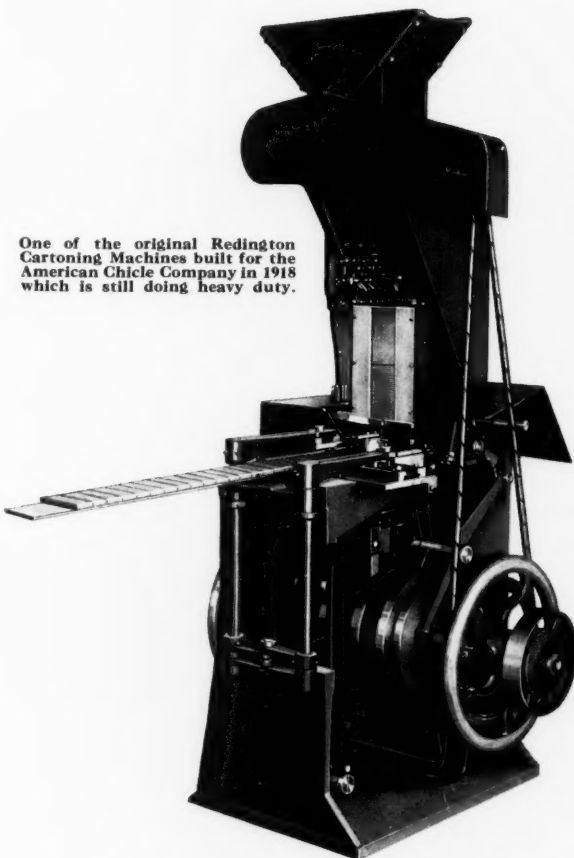
Stamina and efficiency, such as these records prove, are due to the precision engineering of Redington Packaging Machines and to the vision and far-sightedness of the Engineering Staff which creates them. And today this Engineering Staff is thinking of packaging problems in terms of 1940 and beyond!

Are you looking ahead to 1942?

F. B. REDINGTON CO.  
*Established 1897*

110-112 So. Sangamon St., CHICAGO, ILL.

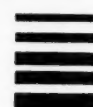
One of the original Redington Cartoning Machines built for the American Chic Company in 1918 which is still doing heavy duty.



## PACKAGING MACHINES

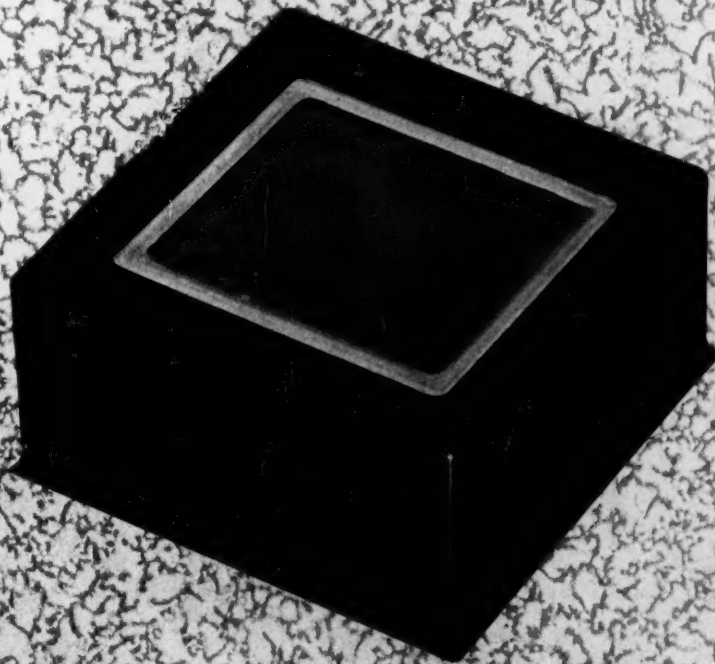


*Custom Built for*  
Cartoning—Packaging  
Labeling—Wrapping





A BURT BOX  
Builds Sales



**BURT**  
DESIGNS *and* CREATIONS

F. N. BURT COMPANY, Ltd.  
Buffalo, N.Y.

Manufacturers of Fine Set-Up Boxes

CANADIAN DIVISION -  
DOMINION PAPER BOX CO., LTD.  
TORONTO, CANADA



**F. N. Burt Company Ltd.**  
Paper Boxes Paper Products  
Buffalo, N.Y.

**F**ACTORY "A" and Main Office, Buffalo, N. Y., reproduced above, suggest the scope of our facilities for the creation and manufacture of distinctive, small set-up paper boxes.

- Canadian Division -  
Dominion Paper Box Co., Ltd., Toronto, Canada

# WARNING

## Don't be fooled by cut-price adhesives!

**N**OW is the time to be extra careful about the glue or paste you need. When business is bad—watch out for lowered quality which often masquerades under the deception of cut prices. When business isn't flourishing, some manufacturers of adhesives can't resist the temptation to cheapen costs by using poorer and improper raw materials.

Insist upon the quality and uniformity of glue needed for your adhesive operations. Don't run the risk of lowering your own quality by trying to save a few cents on glue costs.

If you are in doubt,—come to ADHESIVE HEADQUARTERS, where you are sure of the same quality and reliability which have been identified with the name ARABOL for almost 50 years. During our long career we have witnessed quite a few business slumps, but no "depression" has ever made us panicky enough to fool our customers with cheaper quality. If you think this is mere bragging,—ask any of the large concerns which have been using Arabol products for more than a generation.

If you use adhesives for any kind of packaging operations, write us about your requirements, or let one of our Service men call to see you.

## The Arabol Mfg. Co.

*Headquarters for Adhesives*

NEW YORK:  
110 East 42nd Street

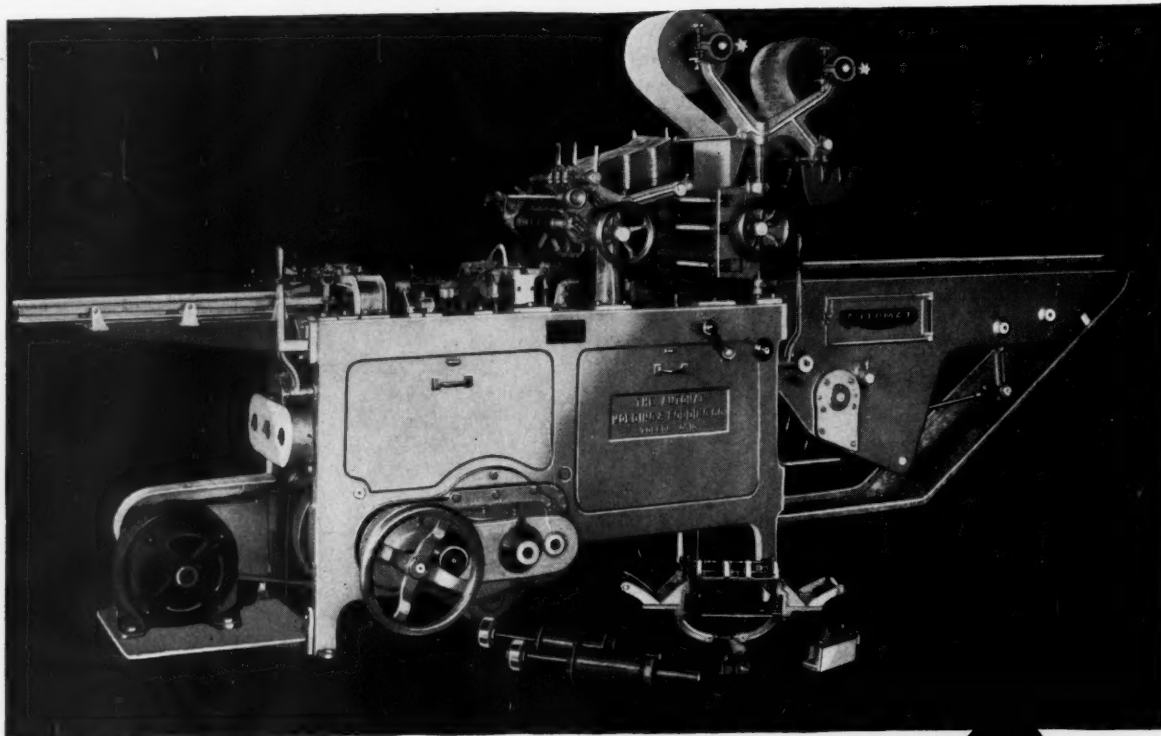
BOSTON:  
12 Commercial Wharf



CHICAGO:  
Cicero, Ill.

PHILADELPHIA  
620 S. Delaware Ave.

# SLASH YOUR WRAPPING COSTS



## Put a Triplex to Work

**N**O MATTER what you are wrapping . . . solids, twin halves or four quarters . . . the new AUTOMAT Triplex will do the job better, faster and cheaper.

Proof of this unqualified statement is contained in a survey of Triplex performance wherein figures are shown that this newest member of the AUTOMAT family shows an annual saving over hand wrap methods of \$4,201.00 based on a daily production of 10,000 pounds in ratios of 30% solids, 10% twins and 60% quarters.

Send for this survey . . . every word will interest you. Mailed free. Address

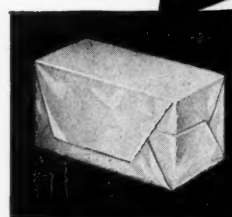


THE AUTOMAT MOLDING & FOLDING CO.  
Toledo, Ohio

New York Office  
172 Chambers St.

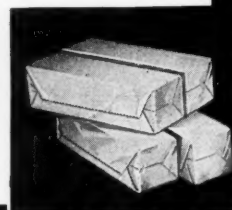
Los Angeles Office  
306 Calo Building

Does  
The Work of  
**3** Machines



A quick, easy adjustment and the "Triplex" wraps and cartons pound solids; or . . .

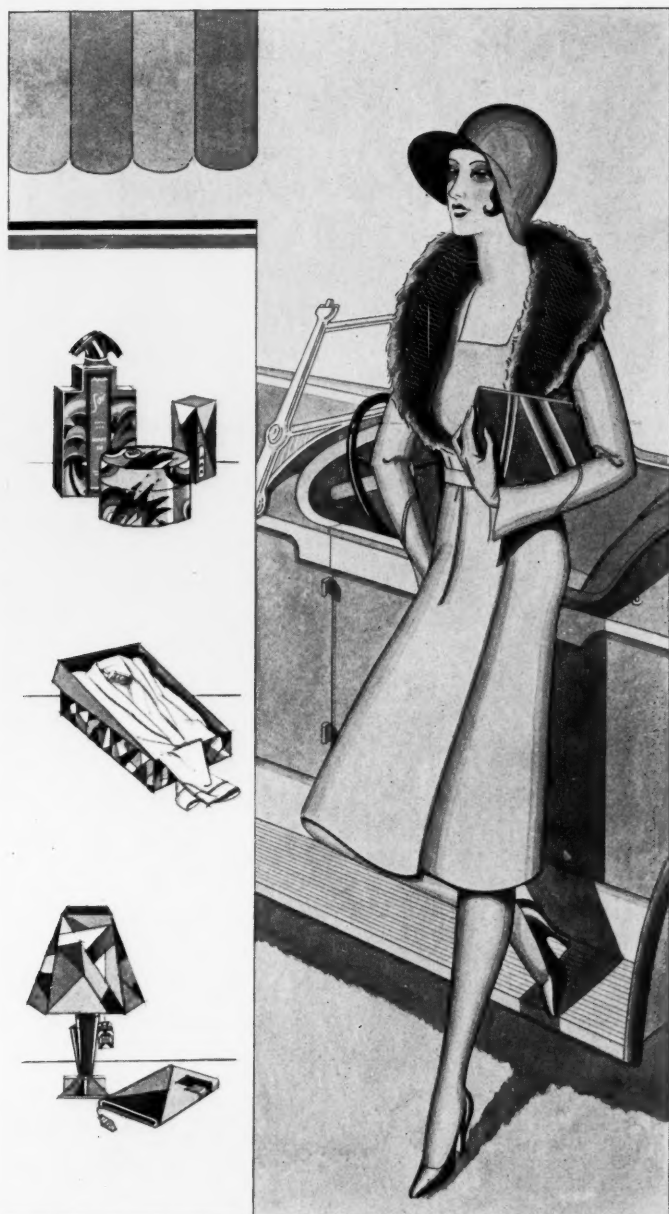
Another simple adjustment and the "Triplex" wraps and cartons twin halves; or . . .



Still another adjustment and the "Triplex" wraps and cartons four quarters. Write about it.



# STYLE *in labels*



## *"Woman is fickle"*

**J**UST a way of saying that she is not afraid of innovation. Increased feminine buying power is causing styles to change oftener than they used to.

While a few old timers sadly shake their heads the more up-to-date manufacturer recognizes the constant demand for novelty as his salvation, the one factor that will help him in the face of overproduction and price competition. That which is new will not only sell, but sell for more.

In many cases nothing more than a new label is needed to emphasize the novelty note, the Woman Note. As label stylists of long standing the Foxon organization, backed by its special art and engraving service, is ready to give your products the utmost in label novelty.

## THE FOXON COMPANY

227-235 WEST PARK STREET

PROVIDENCE, R. I.

**C**ARTON making is too often carton tailoring . . . adjusting the requirements to the material on hand. This is never necessary at the Chicago Carton Company plant. Our research division, designing a carton, need consider only your needs. We produce the board to meet your requirements to the ultimate detail whether you demand fine printing surfaces, moisture resistance, grease resistance, strength or any of a thousand specifications.

And having met your needs as to board we follow through; design, ink, printing, die cutting; even delivery, all are planned to meet *your* requirements, to satisfy the demands set by your marketing problem.

No wonder, then, that millions of our cartons are successfully used every year . . . every element of their makeup is carefully fitted for success. If your product is worth cartoning Chicago cartons will take it to its destination in the customer's hands.

Look into your carton problems. Picture them solved by the most complete carton service in the industry. And write us, now. Let us show you how we can solve them.

**CHICAGO  
ARTON  
COMPANY**

4411 Odgen  
Avenue  
Chicago, Ill.

Every Faculty  
for the Pro-  
duction of  
fine display  
Advertising  
Cartons











The Westfield River Paper Company will design and produce special or trademark embossings to meet the needs of manufacturers for a glassine wrap of true distinction and exclusiveness. Or, if so desired, it will execute a design prepared by the manufacturer's own artists.

The accompanying sample is a private embossing of Paperglas prepared for the "Seventeen" line of the Colgate-Palmolive-Peet Company. Details as to minimum quantities and the cost of embossings may be had on request.

### Westfield River Paper Company

Mill and Main Office  
RUSSELL, MASS.

New York City Office  
501 FIFTH AVENUE



This is printed on  
Artcote 0360  
Mfg. by Artcote Papers, Inc.  
Irvington, N. J.

# ARTCOTE GOLD AND SILVER PAPERS

Artcote Gold and Silver Papers have established for themselves a preeminent position in the packaging field. They are now achieving new fame as a medium for the production of fine examples of the Graphic Arts. Printers, lithographers, packagers, advertisers and advertising agencies have found, in Artcote Papers, a means of bringing added beauty and eye-attraction to single productions or entire lines and campaigns.

Sample specimens and working sheets, suitable for your particular purpose, will be gladly furnished on request.

Manufactured by  
**ARTCOTE PAPERS**  
INC.  
IRVINGTON, N. J.











Photo at left shows Underwood & Underwood leather framed portrait being wrapped in thick KIMPAK for shipment.

(Below) Portrait of Mr. R. D. Gray, Underwood & Underwood executive, in one of their typical Italian hand-tooled leather easels.



Underwood & Underwood

## Three months' packing test sells Underwood & Underwood

"UNDERWOOD & UNDERWOOD'S expensive, hand-tooled leather frames and delicate portrait portfolios," writes Mr. Gray, "must be packed with the greatest care to insure arrival in perfect condition. We made a three-month test, during which framed portraits were subjected to many extraordinary mailing shocks. This test convinced us of the value of KIMPAK."

If your product or its finish is easily damaged, investigate KIMPAK crepe wadding.

Protection from concussion, vibration, pressure marking, scuffing and other damages, is the special function of KIMPAK. Hundreds of quality products (see partial list at right) are delivered to destination in perfect condition, thanks to this marvelous white crepe wadding.

KIMPAK cuts packing material costs, speeds up the packing operation, improves the appearance of the packed job. (And if you have a liquid product, cosmetic, drug, food, etc., KIMPAK complies perfectly with Parcel Post regulations for absorbency.)

Investigate KIMPAK. Accept our offer of free samples, and if desirable, call on us for counsel in packing design that is based on successful experience.

# Kimpak

REG. U. S. PAT. OFF. AND FOREIGN COUNTRIES

### Crepe Wadding

Rolls, sheets or pads to suit your convenience



### Specify KIMPAK in designing packages for

Atomizers	Jewelry
Auto accessories	Lamps
Airplane parts	Leather goods
Beads	Lenses
Bric-a-brac	Mirrors
Candles	Optical goods
China	Patent medicines
Cigar lighters	Perfumes
Clocks	Pewter
Compacts	Phonograph records
Cosmetics	Picture frames
Desk sets	Radio tubes
Door hardware	Scientific products
Drugs	Silverware
Electric appliances	Soap
Food products	Toilet articles
Glassware	Vanity cases
Ink	Watches

KIMBERLY-CLARK CORPORATION, Neenah, Wis.

Address home office or sales office at:

8 So. Michigan Ave., Chicago, Ill. 122 E. 42nd St., New York City

We accept your offer to send samples of KIMPAK CREPE WADDING to test out under actual conditions. MP-J

Name .....

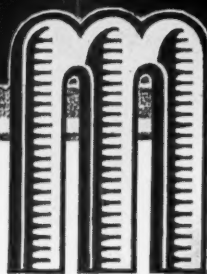
Address .....

Attention .....

Our product is .....

We are interested in:

( ) Rolls.....wide. ( ) Sheets size..... ( ) Pads, size.....



## ail Clerks Play no Favorites!

**P**ACKAGES are all alike so far as handling goes. Big and little, square and round, paper wrapped and boxed; tons of them in great piles must be crowded, jammed, thrown about. There isn't a chance for improperly packed merchandise. If damaged it's the shipper's loss.

Proper mailing cartons are a necessity. They protect your goods, arrive in presentable condition, reduce the work of the Post Office Department.

Mason Modern Mailers because of their scientific construction answer the shipper's query: "What shall I use to protect my shipments, deliver them intact, create the right impression, reduce shipping costs?"

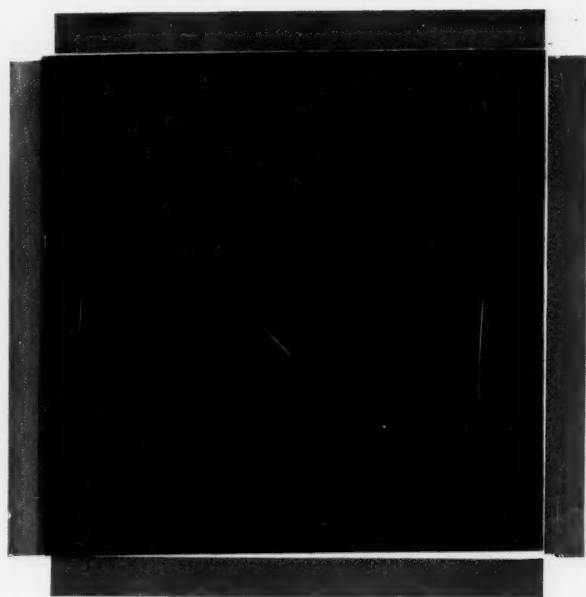
Send for the new catalog and samples.

**Mason**  
**Modern Mailers**  
The Mason Box Company, Attleboro Falls, Mass.

New York Office and Display Room



Flatiron Building-175 Fifth Avenue



Ideally suited, said we, when we first saw

## ▼ STURDITE ▼

Now, in actual practice, we have proven this Pyroxylin Coated Fabric to be ideally suited for every purpose where appearance and wear are factors. Sturdite Fabrics are waterproof, scuffproof, greaseproof and easy to work. They may be had in many colors and embossings, either printed and embossed or just embossed. They are flexible, will not crack and will wear indefinitely.

No wonder they are making their mark. They are truly "Ideally suited for every purpose we list . . ." and a hundred others . . . yours among them. Send for our new sample books . . . for these Fabrics will be important to you this year . . . and from now on.

### IDEALLY SUITED FOR . . . .

- ✓ Brushes
- ✓ Jewelry
- ✓ Cigarette and Pipe
- ✓ Men's Wear
- ✓ Trinkets
- ✓ Toilet Articles
- ✓ Leather-goods Boxes
- ✓ Cutlery
- ✓ Medical Apparatus
- ✓ Gift Boxes
- ✓ Writing Paper Cases
- ✓ Bridge Score Pads
- ✓ Photo Frames and Mountings
- ✓ Toilet-Ware Boxes



**L. E. CARPENTER & CO.**  
INCORPORATED

**Pyroxylin Coated Products**

**444 Frelinghuysen Ave.**

**Newark, N. J.**

# USE BLISS BOXES



**T**HE TIME TO SAVE is when competition is severe and the margin of profit small.

An increasing number of progressive manufacturers are specifying BLISS BOXES for shipping their goods, because of their *lower cost* as well as their *superior carrying qualities*.

The picture shows a few of the BLISS BOXES used by nationally known concerns who have been saving many thousands of dollars every year since their adoption.

Ask us how you can reduce your cost of shipping *now*.

## H. R. BLISS COMPANY, INC.

*Manufacturers of Wire Stitching and Adhesive Sealing  
Machinery for All Types of Fibre Containers*

NIAGARA FALLS, N. Y.

50 Church St.,  
New York, N. Y.

James O. Leavitt Co.,  
Ogden, Utah

608 So. Dearborn St.,  
Chicago, Ill.

Harry W. Brintnall Co.,  
San Francisco, Cal.





## Talk to your wife about this

If you check up with your wife, you'll find that she—(and of course all other women also)—wants these four features present in every bottle and jar seal. 1. Easy opening. 2. Quick, sure resealing. 3. A seal that is rust-proof. 4. A seal that protects the entire pouring lip of the jar or bottle.

Rolled-On Seals of Alcoa Aluminum are the *only* seals that do everything your wife—and all others—expect. And to all these four wanted features they add the further advantage of initial hermetic sealing at the factory.

Products capped with Rolled-On Seals of Alcoa Aluminum help get repeat business. That important function, proper seating of the sealing medium on the sealing surface, is accomplished by the R-O Seal in a most ideal manner.

Because the seal is applied unthreaded, the

exactly correct amount of vertical, stationary top pressure is easily applied with minimum bottle breakage. Then with the sealing medium held under this constant pressure, the threads are rolled into the cap, tailored to fit the threads on the bottle. Thus the proper sealing pressure is maintained until the cap is removed by the ultimate consumer. This ideal sealing operation is accomplished at almost any desired speed.

Rolled-On Seals of Alcoa Aluminum can be supplied in any solid color, lacquered, enameled or lithographed. They are made in a great variety of sizes. Our nearest office will gladly supply you with complete information about Rolled-On Seals and the high speed machines for applying them. Address ALUMINUM COMPANY of AMERICA; 2429 Oliver Building, PITTSBURGH, PENNSYLVANIA.



# "ROLLED ON" SEALS OF ALCOA ALUMINUM



## GOLDY HELPERS

each works in his own  
way to fatten your profits

Lowering production costs, helping to spur sales, the 5 Goldy Helpers bring you welcome assistance.

Three Goldy Helpers work in your kitchen—Low glass breakage—Sealing ability—Sanitary quality.

Because Goldy Seals are made of especially ductile Alcoa Aluminum, and are designed to go on with very little pressure, they keep glass breakage at a surprisingly low figure.

Goldy Seals are so made that they withstand pressure from either the inside or the outside. You can vacuum pack with Goldys, or use them on products cooked after packing.

The capsules of Goldy Seals are made of Alcoa Aluminum—the metal that cannot rust. They are absolutely safe to use in direct contact with all types of food products.

The other two Goldy Helpers work to speed up sales—Attractive appearance—Easy opening.

Gold lacquered, neat, trim, Goldy Seals give a smart appearance to the well designed container. They help attract the eye to your product—the first step in getting new customers.

Goldy Seals are almost as easy to tear open as a letter. No can opener or other apparatus is necessary. Using a finger and thumb, Goldy Seals can be opened with a trifling pull. This Goldy Helper is a real one. Every housewife notices and appreciates him.

Our nearest office will gladly show you samples of Goldy Seals and give you full information on the high speed, economical machines for applying them. Address ALUMINUM COMPANY of AMERICA; 2429 Oliver Building, PITTSBURGH, PA.



# ALCOA ALUMINUM





A few of the New Bottles of the McKesson & Robbins line . . . all labeled by McDonald Labelers.

## 5 McDonalds label for McKesson

Five McDonald labelers are now in use at the new McKesson & Robbins Bridgeport plant . . . labeling as varied a line as can be anywhere found. The engineers who planned and purchased the equipment of this model plant chose McDonald labelers because in them they found assurance of constant, perfect work at high speeds. The engineers who maintain the McKesson & Robbins plant find that this assurance has been borne out in practice. So it has been with all McDonald installations . . . performance promised has been delivered. For labeling performance of the highest order . . . call in a McDonald engineer.

### McDonald Engineering Corporation

220 VARET ST.

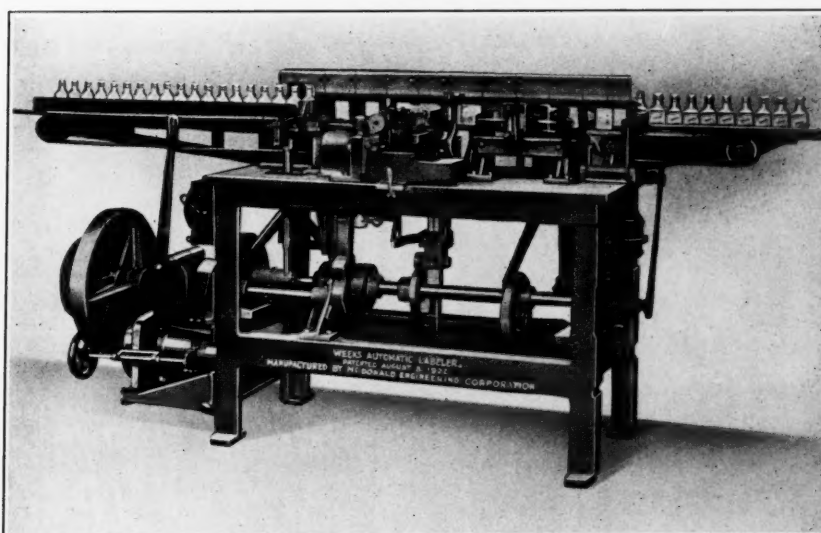
BROOKLYN, N. Y.

1112 MERCHANDISE MART  
CHICAGO, ILL.

443 SO. SAN PEDRO ST.  
LOS ANGELES, CALIF.

LONDON: WINDSOR HOUSE, VICTORIA ST., S.W.1.

Five of these machines label for McKesson & Robbins. Hundreds are in use throughout the country.



September, 1930

# BEFITTING SUCH A POPULAR PRODUCT OF QUALITY



Not only is Ridgelo Clay Coated Folding Boxboard used for the rugged cartons illustrated, but for the "three ball" containers enclosed — further acknowledgment of the adaptability of this Boxboard for packages that sell.

To these varied colored cartons Ridgelo Clay Coated Folding Boxboard brings the beauty of smooth, even coating—and the strength of durable, uniform boxboard construction.

For modern folding containers it pays to use a *coated* boxboard.

## RIDGELO CLAY COATED FOLDING BOXBOARD

**LOWE PAPER COMPANY**

Representative in Canada  
W. P. BENNETT & SON  
32 Front Street W., Toronto

Made by



**Ridgefield, New Jersey**

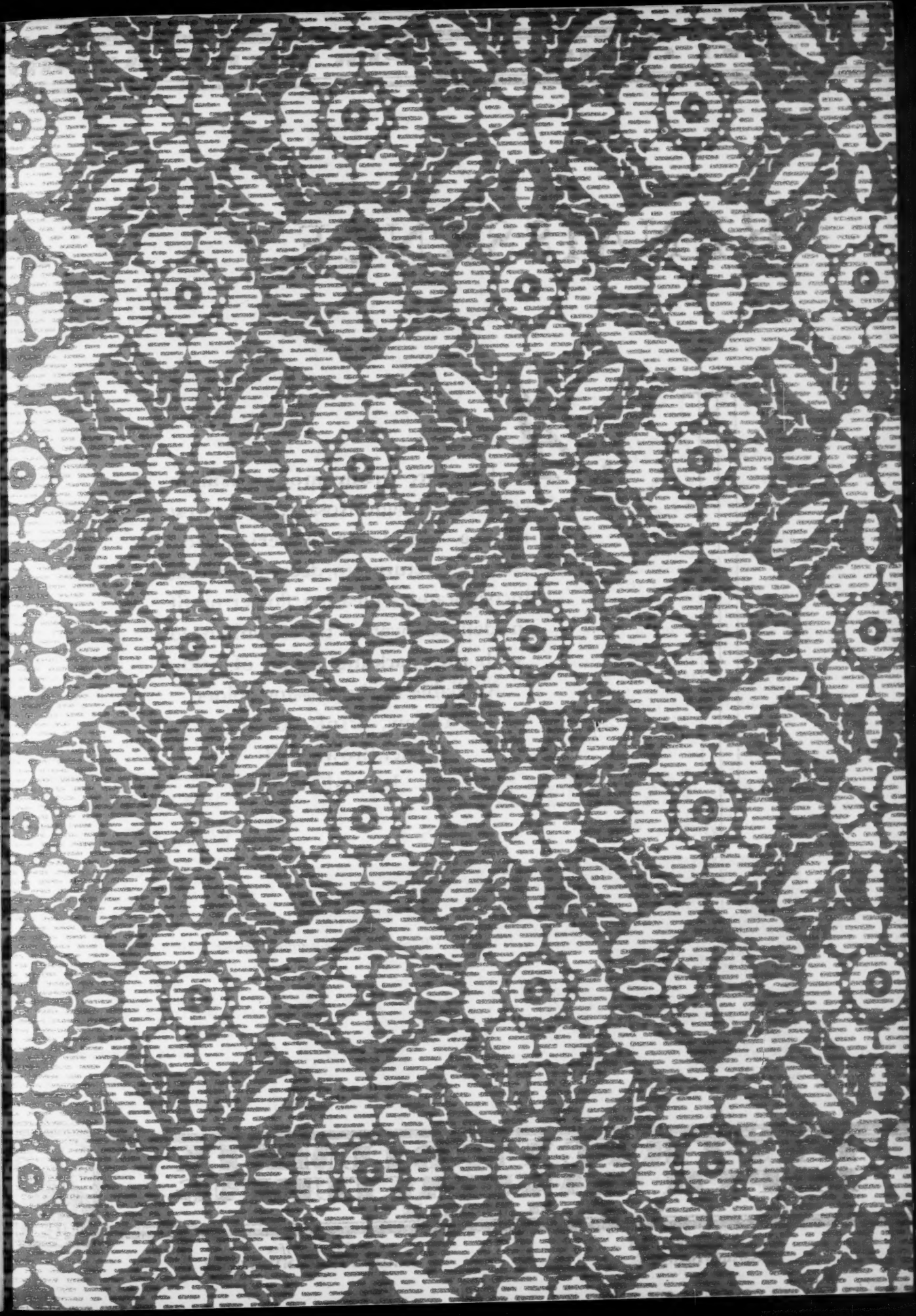
Representative in Buffalo  
MAURICE W. SIMON  
52 W. Chippewa Street, Buffalo, N. Y.

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Y

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THE MOST COLORFUL PAPER MILL IN AMERICA

# RENAISSANCE



A departure from modernism in color and design, Rosage, the newest of the "Made-in-America Box Covers", returns to decoration that incorporates a pleasing flower motif in delicate warm tones enhanced with the sparkling gleam of gold.

Available in six pleasing colors

—Yellow, Pink, Green,  
Blue, Brown and  
Lavender.

*Sample Book will be sent upon request*

**DISTRICT COLUMBIA  
PAPER MANUFACTURING  
C O M P A N Y**

Mills and General Offices  
WASHINGTON, D. C.

Chicago Office  
CHICAGO MERCANTILE EXCH.











## BIRTHPLACE OF THE WORLD'S MOST FAMOUS PACKAGE

In the heart of the Anderson Free-Flowing and Non Free-Flowing Packager is the birthplace of the world's most famous package. Here, replacing eight hand workers, clever automatic fingers take carton, insert, paper and powder and deftly convert them into thirty finished packages a minute. Here, the Samweyer Scale weighs non free-flowing materials without waste . . . without loss. And here, the bag former turns waxed paper into countless satchel bags . . . perfect protection for the most delicate dessert powder. No wonder the perfect package of the Anderson Packager is the chosen package of such firms as the makers of Jell-O, My-Own, Junket, Royal Gelatine, etc., etc. The New Anderson can save you money and time, and give your product the advantages of the best known package . . . anywhere. Write for further details to

### ADVANTAGES OF THE NEW ANDERSON

It averages 10,000 to 12,000 complete packages daily.

It requires only one operator. Replaces eight hand workers.

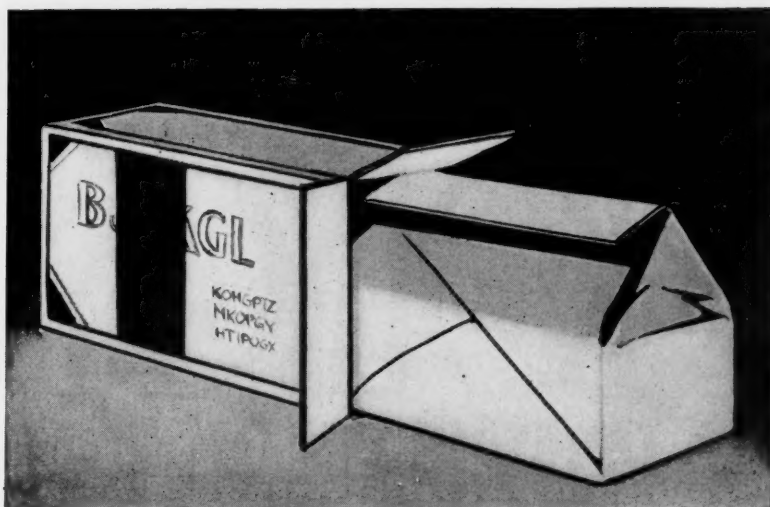
Produces an attractive moisture-resisting package easy to handle.

It keeps the product in its original form and condition.

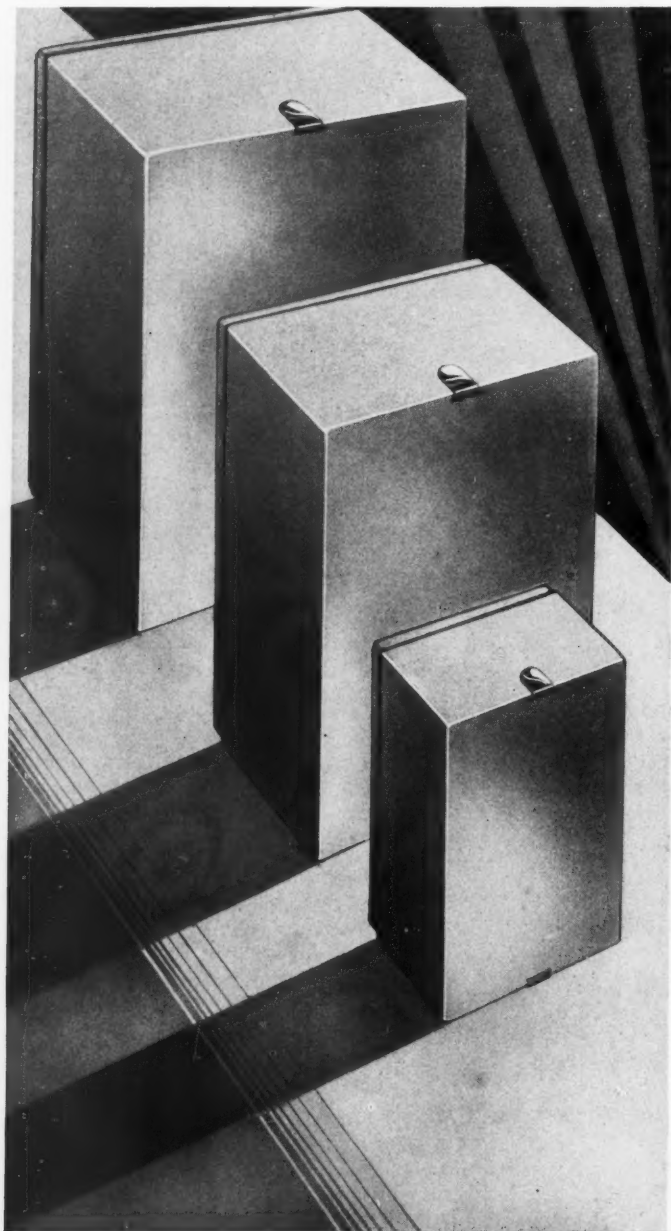
Creates a perfect package, start to finish.

## E. D. ANDERSON, Inc.

15 Park Place . New York City



## "GO-SAFE" MAILERS



### "PASS FRIEND"

say the postman when he sees a "Go-Safe" mailing box.

And pass it does . . . through a hundred hands . . . safe to the desk of the man it was intended for. Unsmashed, unopened, its contents as neat as they were when first packed, a "Go-Safe" mailer commands respect . . . both for the product it contains and for the firm which mailed it.

As for cost . . . why, no more than any other type of package. Let us hear from you . . . a post card stating your packaging requirements will bring our answer the "Go-Safe" way.

*Made by Young Brothers, Inc.  
Manufacturers of paper boxes for  
over half a century.*

**YOUNG BROTHERS**  
**PROVIDENCE·RI·**



## VERSATILE...

### THE EINSON-FREEMAN PATENT DOUBLE-TIER CONTAINER

From glasses to glue...gun-butts to garters...harmonicas to hardware...flashlights to tea...

For all types of packaged products it has proved the ideal *merchandising* container.

Packs and ships compactly, sets up instantly, takes a third of the usual counter-space, shows a *double* row of products and gives *thrice* the chance for advertising. Stands higher, seen quicker...gets up, stays up and SELLS.

For faster turnover, turn to the "double-tier" container. Write us!



**EINSON-FREEMAN CO., INC.**  
**LITHOGRAPHERS**

511 EAST 72ND ST., NEW YORK CITY

OFFICES AND COMPLETE  
MANUFACTURING PLANT

New England Office: 302 Park  
Square Building, Boston, Mass.

Inventors and Manufacturers of the Einson-Freeman Patented Double Tier Container  
Licensees for Canada—Somerville Paper Boxes, Ltd., London, Ontario, Canada



**G**RANTING the ability and skill of the Merle Sears organization (and anyone who has seen a Sears box will quickly do so) and granting the originality and good taste of Sears designers (an admission which the sight of Sears boxes likewise calls forth) but two factors remain to stop the prospective box buyer . . . plant capacity and cost.

The Merle Sears plant is prepared to accept orders running from one thousand boxes up to a million . . . and to produce an order of any size in record time. It has done so before for many of the largest buyers of boxes . . . and can do so for you.

As for cost . . . these very buyers . . . returning year after year with new orders testify to the reasonableness of Sears charges . . . and the inability of competitors to tempt them away. Let's talk it over. You have our address.

# MERLE SEARS

PAPER BOX  
COMPANY  
DANVILLE, ILLINOIS



# Today's profits are being made inside the factory

The statement of Mr. J. H. Sower of the Snow King Baking Powder Company indicates that executives today are realizing that the way to increased profits is not alone through increased sales. Many of them are now finding new profits *inside* the factory, through greater production efficiency.

Is your packaging, for instance, as efficient as it could be? The slightest waste or inefficiency in this operation can easily reduce your profits.

The largest producers in America whose tremendous outputs make packaging efficiency a major consideration employ Pneumatic Machines, almost without exception, in their packaging operations. Mr. Sower says, "We find that we have not had occasion to call on your service department in four years. This attests to the smooth efficient operation of your machines. We not only get a more beautiful package but also a lower production cost than before we installed them."

Pneumatic engineers are at the service of large or small manufacturers without obligation. Send for the book "An Interview" that tells the complete story of Pneumatic's experience, accomplishments and ability to serve you.

## PNEUMATIC MACHINES

Carton Feeders  
Bottom Sealers  
Lining Machines  
Weighing Machines (Net and Gross)  
Top Sealers  
Wrapping Machines  
(Tight and Wax)

Capping Machines  
Labeling Machines  
Vacuum Filling Machines  
(for liquids or semi-liquids)  
Automatic Capping Machines  
Automatic Cap Feeding Machines  
Tea Ball Machines

## PNEUMATIC SCALE PACKAGING MACHINERY

PNEUMATIC SCALE CORP., LTD., NORFOLK DOWNS, MASS.  
Branch offices in New York, 26 Cortland St.; Chicago, 360 North Michigan Ave.;  
San Francisco, 320 Market St.; Melbourne, Victoria; Sydney, N. S. W. and  
London, England.



J. H. SOWER, Sec'y-Treas.  
SNOW KING BAKING POWDER CO.

*"Profits today are being made through increased production efficiency inside the factory, rather than through increased sales. The emphasis is on improved machinery and methods, to cut down costs. In carrying out this policy in our own plant we have found Pneumatic Machines a great aid in increasing packaging efficiency and lowering packaging costs."*



# The New **STOKES** Filler

## Handles these 4 Tubes



### FEATURES

Versatile — fills practically all semi-liquids and pastes in tubes from smallest up to 1½" x 7".

Quickly "changed over" — easily cleaned — readily adjusted.

Economical — one operator instead of three. Makes own clips from roll of metal ribbon, which usually saves more than operator's wages. (\$2500 a year for one user).

Fast — fills, closes and clips over 20,000 tubes per 8-hour day.

Clean — special filling mechanism and "no tube — no fill" control prevent spilling.

Accurate — Dependable  
Simple — Compact.

Our new booklet on Powder Filling Equipment is ready. Send for your copy.



The new STOKES Automatic Tube Filling, Closing, Clip-making and Attaching Machine, No. 90C.

McKesson & Robbins were "more than pleased with the result" when filling "four different products in different size tubes." They wrote us also, "the saving in labor is even more than we expected."

Are you, too, interested in production on a variety of products? Consult us on your tube-filling problem. Models for both small and large production.

Write for folder on Tube Fillers or General Catalog on Pharmaceutical, Chemical and Perfumers' Equipment.



## FJSTOKES MACHINE COMPANY

Tube, Jar and Powder Fillers

5970 Tabor Road,

Olney P. O.

Philadelphia, Pa.









To those who are already planning and creating new packages for next year, may we suggest a survey of English Covers, 1931 Edition.

A few advance copies of the entire line will be available on or about October 1st and on request appointments can be arranged with our representative in your territory.

We feel certain that the variety of designs and colorings produced by our artists will be found to be entirely in accord with your plans for a package—le dernier cri.

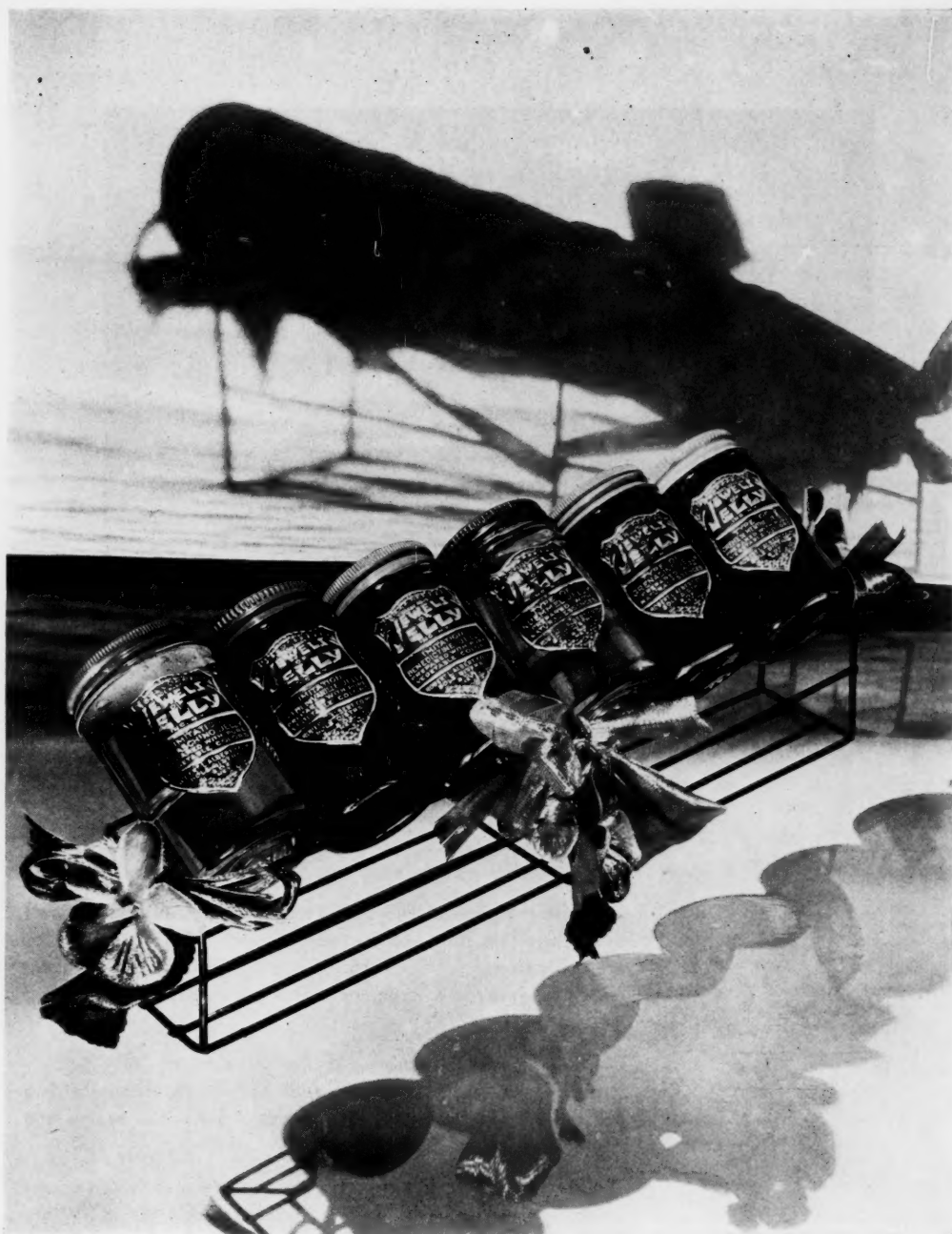
September, 1930

*W*HITING-*P*ATTERSON *C*O., INC.

386 FOURTH AVENUE, NEW YORK

BOSTON - PHILADELPHIA - CHICAGO - MINNEAPOLIS  
ST. PAUL - SAN FRANCISCO - SEATTLE





Artistry in Packaging and Labeling  
assures successful merchandising.

RICHARD M. KRAUSE

INCORPORATED

304 EAST 23rd STREET

NEW YORK

Representation in all prominent cities

September, 1930

21



# C H R I S T M A S   B O X   W R A P S



ON a gaily colored Christmas box wrap PEERLESS ROLL LEAF embossing seems most appropriate. Suggesting as it does the glitter and brilliance of the holiday season, it adds tremendously to the sales appeal of any packaged product.

Opposite this page LOUIS DEJONGE & COMPANY show one of their distinctive box covering papers used for a Christmas box wrap. Two colors of PEERLESS INK plus PEERLESS ROLL LEAF embossing result in a three-impression job that really looks worth the extra cost.

On Thomson National presses of the Laureate or Colt's Armory type equipped with PEERLESS ROLL LEAF attachments leading box makers are producing box wraps as distinctive as the one shown opposite.

The PEERLESS portfolio of embossed box wraps contains samples which you can show to your customers. Send for it. Write PEERLESS ROLL LEAF COMPANY, 911 NEW YORK AVENUE, UNION CITY, N. J. Branch offices listed in New York, Boston, and Chicago telephone directories.

## THE PEERLESS PROCESS

FOR DECORATING DISTINCTIVE PACKAGES





# Christmas Greetings



PRODUCED BY  
THE PEERLESS PROCESS

# There Is No Substitute

What package paper permits no substitute?  
Discriminating paper buyers have, for years, been choosing papers designed and created by Louis Dejonge & Company.

The reason? — Merely this — they have found the highest standard of excellence rigidly maintained, both as to originality of design, and quality of paper.

This continued use of Dejonge Papers by leaders of the industry is proof positive that we have successfully maintained the high standards which have ever been our major claim for patronage.

## LOUIS DEJONGE & COMPANY

Philadelphia

New York

Chicago





A



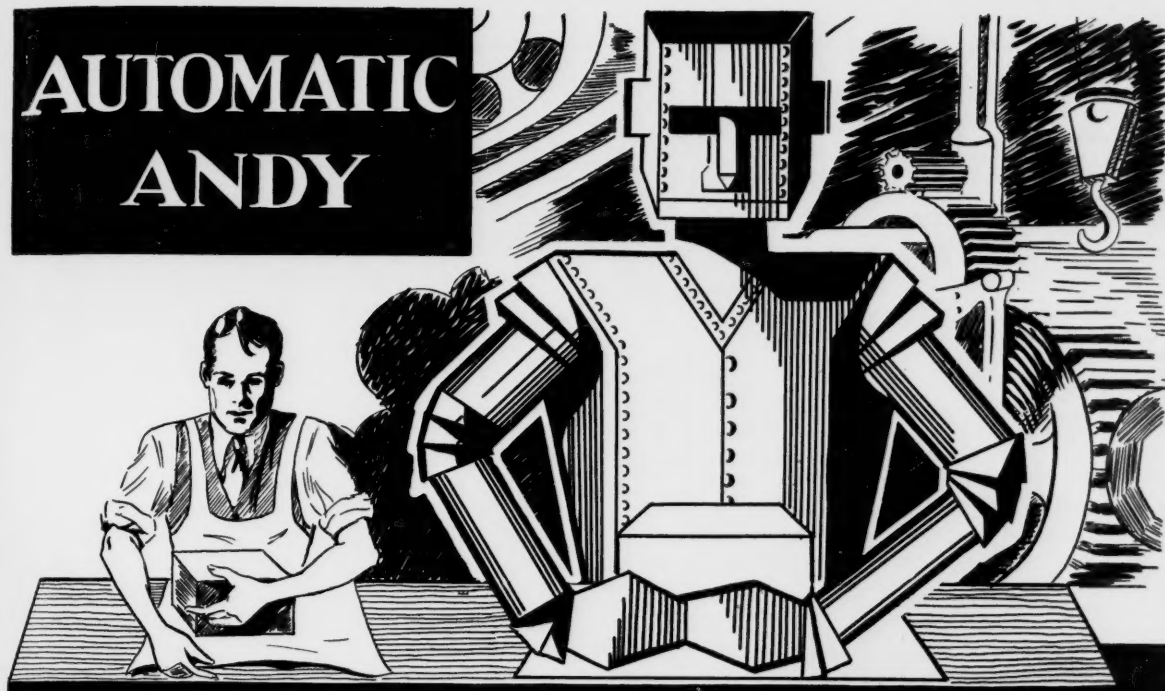
C



S



# AUTOMATIC ANDY



## His Electric Brain and Arms of Steel CRUSH PACKAGING COSTS

An outstanding Johnson machine is the Automatic Wax Wrapper. Type L will wrap larger packages than any other wax wrapping machine manufactured. Biscuit caddy sizes, oversize candy packages, ice cream cone cartons, etc., can be given an overall protective wrapper of waxed paper. Illustrated at the left is the baby of the family—hand fed—low in price—ideal for short runs where full automatics are too costly.

### Johnson Hand-Fed WAX WRAPPER



Judge Automatic Andy Johnson, the Packaging Specialist, by his brain. He symbolizes the whole "Johnson Automatic" line—and invites comparison. His brain is the intelligence and experience put into his mechanism by highly trained engineers.

Without question packaging machines eclipse the performance, speed and endurance of hand-wrapping. But it is Andy's chief reason for existence to outdo other robots of steel, wires, levers and cogs. If low maintenance costs, neater packages, and ingenious adaptations to special wraps mean anything to you, Andy's story will throw light into dark places of your packaging experience. Our Traveling Engineers are ready to tell this story at your request.

Fill in and mail the coupon  
now.

**JOHNSON AUTOMATIC SEALER CO., Ltd.**  
Battle Creek, Mich.

(Subsidiary of the Battle Creek Wrapping  
Machine Co.)

Foreign Representative: G. S. du Mont,  
Windsor House, Victoria St., London, Eng-  
land.

### The ANDY JOHNSON FAMILY

Greater Capacity Bottom  
Sealers  
Combination Carton Feeder  
and Bottom Sealer  
Double Entry Top Sealers  
Combination Bottom and  
Top Sealers  
Gross Weight Scales  
Net Weight Scales  
Johnson Combination Bot-  
tom and Top Sealer  
Special Machinery along  
Kindred Lines

### Send this coupon

Andy  
Johnson:

I don't want to  
feel obligated by  
the call, but I'd like  
to get in touch with  
one of your spokes-  
men.

☐ Have him drop in.

☐ Send me a catalog and I'll  
write you my particular prob-  
lem.

Name .....

Company .....

Address .....

City.....State.....

MP-9-30

# Adaptable to Every Package Purpose—



*Arrow Mfg. Co. combined pastel green levant Keratol on black wood for this distinctive box.*



*A book-style container, with pliable or stiff binding is a popular and novel effect.*

Shape  
Color  
Design or  
Pliability - - -

## Make your own Specifications

as to the details of your package but specify Keratol, the germ proof, moisture proof, durable and beautiful cover-stock.

## THE KERATOL COMPANY

South and Van Buren Sts.  
NEWARK, N. J.



We bow  
to the wave of  
critical approval

The wide acclaim which has greeted the new McKesson & Robbins line of

toiletries is but the due of so excellent a display of good taste and correct practice in packaging. No little part of this acclaim, we feel, is brought forth by the cartons and displays.

With all due modesty we admit . . . they are the creations of Atlantic. As carton constructionists, as printers, as carton makers, we have labored to produce one of the finest carton lines yet seen. But our labor has not been any harder, our efforts no more intensive and our results no more praiseworthy than those of any other job which has gone through our hands.

We aim to be . . . and we believe we succeed in being . . . among the best in the carton making field. Call upon us when standards are rigid and cartons which sell are wanted.

# ATLANTIC

CARTON  
NORWICH

CORPORATION  
CONNECTICUT



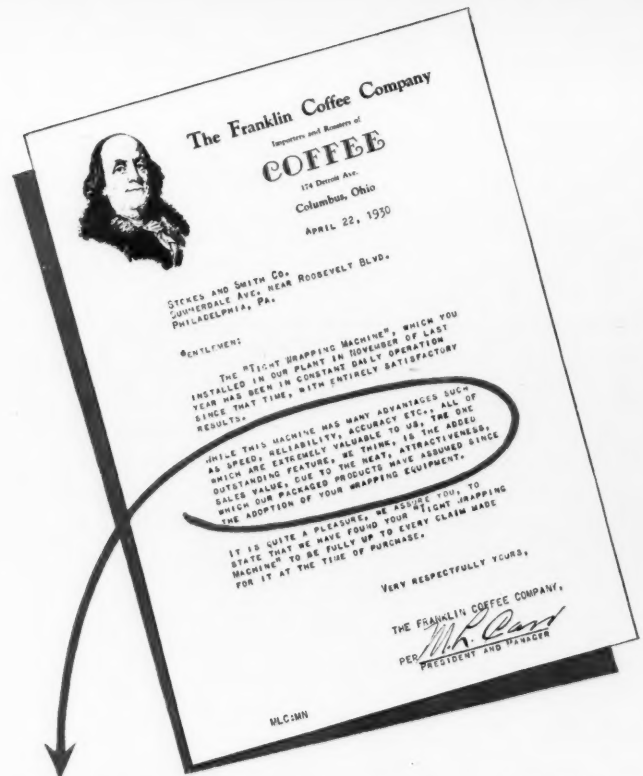
## FURTHER EVIDENCE

The Franklin Coffee Company, which has sent us this testimonial, is but one of the many satisfied users of STOKES & SMITH Machinery. Their line is an instance of the many diversified products effectively placed before the buying public by the efficiency of STOKES & SMITH Wrapping Machines, and the attractiveness, sales value and protective qualities of tight-wrapped packages.

Let us submit to you details of our Filling Machines, Carton Sealing Machines and Wrapping Machines. Just drop us a line.



A Research Laboratory, working in the interests of one of the larger food manufacturing combinations and in search of a package of maximum tightness, thoroughly investigated the various forms of paper packages and finally decided that the Stokes & Smith tight-wrapped package was the only one which would completely meet their need.



"While this machine has many advantages such as speed, reliability, accuracy, etc., all of which are extremely valuable to us, the one outstanding feature, we think, is the added sales value, due to the neat attractiveness which our packaged products have assumed since the adoption of your wrapping equipment."



# STOKES & SMITH COMPANY

## PACKAGING MACHINERY

FRANKFORD, PHILADELPHIA, U. S. A.  
LONDON OFFICE—23 GOSWELL RD.



## 38 EXACT WEIGHT SCALES *safeguard profits*



**"... weight control  
is profit control" ...**

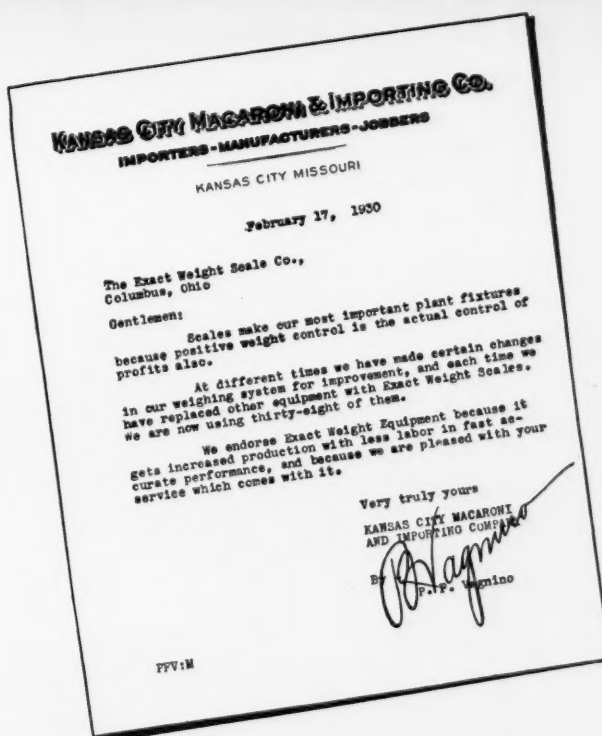
*says Mr. Vagnino*

..... and manufacturers everywhere are seeing that the turnover of bulk merchandise is a hazard unless there is visible control of package weights.

EXACT WEIGHT Scales get more finished packages from bulk weight because they simplify the act of fast accurate weighing, and quickly make expert weighers out of unskilled labor.

*May we tell you the story of EXACT WEIGHT SCALES and explain how they safeguard business profits?*

**Precision Scales for every industrial requirement.**



# EXACT WEIGHT SCALES

The Exact Weight Scale Co.  
509 W. 5th Avenue  
Columbus, Ohio

Sales and Service offices  
in principal cities

*Canadian Representatives: W. & T. Avery, Ltd., Toronto, Montreal*





**RIEDEL'S  
WAXED GLASSINE**

**BEST PROTECTION  
FOR YOUR PRODUCT ▲ ▲ ▲ ▲**

**T**he use of Riegel's Waxed Glassine in the baking industry is due to its perfect qualities as a protective covering which will keep easily spoiled goods not only fresh but fresh looking. This ability to improve the appearance of the product it protects, makes Riegel's waxed glassine equally useful in every field where protection and appearance are important factors. The use of Riegel's waxed glassine, imprinted with your name or trade mark, will impress upon the customer both the position of your firm as a leader and the care with which you protect both your product and your position. Moisture-proof, grease-proof, transparent and printed as you desire. . . . Riegel's waxed glassine can establish itself as firmly in your merchandising scheme as it has in that of dozens of the foremost firms. Write today for samples and prices.



**RIEDEL PAPER CORPORATION**

*Formerly The WARREN Manufacturing Co.*

342 MADISON AVENUE

NEW YORK, N. Y.

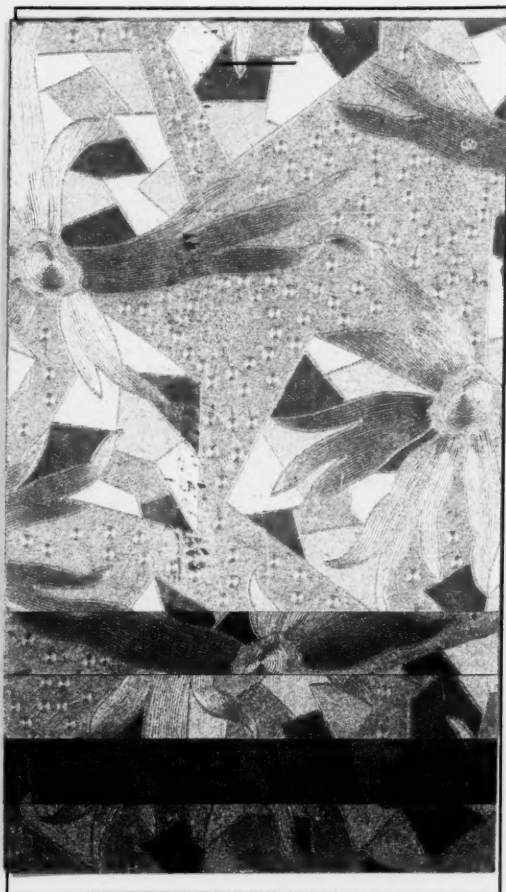
Mills in New Jersey at Riegelsville and Milford







# LUSTRE RAY



**L**USTRE RAY is neither leather, leatherette nor cloth.

Yet though it is a paper it bears with it every advantage of appearance and ability to withstand wear that these other box coverings possess. It is washable, sunfast and extremely durable. In addition it offers a range of colors not otherwise obtainable and a lustrous, brilliant texture unequalled by any other product.

» » » » » »

These qualities foretell for Lustre Ray Papers a future as brilliant as the colorings they bear... and for those who use them they presage increased sales, in season and out, far beyond all expectations.

» » » » » »

Sample books and working sheets of this line may be had on request. Specify Lustre Ray Papers in your next box-making order and capture your share of the holiday trade.

*For Sale by*

**Louis Schulman Co.**

463 Broome St.  
New York, N. Y.

**A. S. Datz & Co.**

16 S. Marshall St.  
Philadelphia, Pa.

Consult our Window Display Department for ideas. Specializing in display papers, genuine raffia grass mats, spot and flood lights, etc. Catalog of display accessories on request



## McCORMICK DEPENDS ON Standard

**A**T the McCormick plant in Baltimore a high-speed schedule is constantly maintained by relying on STANDARD Sealing Equipment for sealing their entire output. This is one of the dozens of national packagers which has recognized the dependability of STANDARD equipment for maintaining a steady pace of high production and perfect workmanship.

Wherever profits depend on uniform high production there you will find STANDARD Sealing Machines. What STANDARD has done to reduce costs in the industries where packaging is a major factor, STANDARD can do for your plant. STANDARD Machines don't know the meaning of the word "breakdown." Installed in your plant this sealing equipment will keep up its steady pace of production day after day, year after year without a let down, without waste, and with a minimum of upkeep and attention.

MAILER SEARLES, INC.  
135 Fremont St.  
San Francisco, Cal.

JOHN F. WILLARD & SON  
335 E. 4th St.  
Los Angeles, Cal.

# Standard

**SEALING EQUIPMENT CORPORATION**

Rawson Street and Queen's Blvd., LONG ISLAND CITY, N. Y.

CHICAGO, ILL.  
208 West Washington St.

C. S. duMont  
Windsor House  
Victoria Street, S.W.1  
LONDON, ENGLAND



**TRIANGLE  
PRINTING**



**BEST  
FOR**

**YOUR  
PACKAGE**

**TRIANGLE**

**INK & COLOR  
COMPANY, Inc  
26 FRONT ST.  
BROOKLYN, NY.**

The printing of packages of all sorts calls for inks mixed for the purpose. No reputable box maker or printer will pretend that ordinary color inks will give the necessary quality when used on special boards or papers. Triangle is particularly well equipped to match inks to the requirements of your package taking into consideration such factors as the surface to be printed, the use of the package, display and counter wear, etc., etc. Years of careful and faithful service have qualified the Triangle organization to serve YOU; giving you exact reproduction of your artist's original. Specify Triangle Inks to your box maker or carton manufacturer on your next order and thus secure the benefits of Triangle cooperation.

## TRIANGLE INK & COLOR COMPANY, INC.

26 FRONT ST.                      BROOKLYN, N. Y.

231 CONGRESS ST., BOSTON, MASS.

13 SOUTH 3rd ST., ST. LOUIS, MO.



The Inks used on this insert are

HYDRO-OPAQUE YELLOW	No. Y-6003A
HYDRO-OPAQUE RED	No. R-7051
HYDRO-OPAQUE GREEN	No. G-3033K
HYDRO BLACK	No. BK-822K





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## COLTON TUBE FILLERS

**CHOICE OF  
AMERICAN  
INDUSTRY**

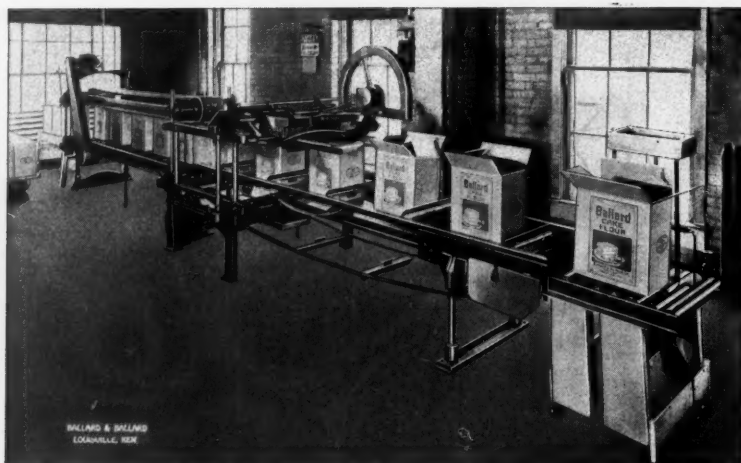
**T**HE COMFORT MANUFACTURING COMPANY, of Chicago, specialize in the manufacture and packaging of tooth paste, shaving cream and other toiletries under private brands. These illustrations show Colton tube filling, closing and clipping machines in their plant, giving a capacity of over two hundred and forty tubes a minute. Preparing tubes, as these machines do, for both cartoning machines and hand cartoners, a delay at any stage necessitates not only the labor of a mechanic and the loss of operating time for the filler but the loss of the time of half a dozen or more hands down the line.

For this reason, among others, Colton Tube Fillers are employed. They can supply the next machine on the stage with enough perfectly filled and closed tubes to keep it continuously busy. At the Comfort plant, as in scores of others, they are doing this daily. They can do so for you, too. For complete satisfaction in tube filling . . . . . turn to Colton.



**Arthur Colton Company**  
2604 East Jefferson Ave.,  
Detroit, Michigan





*This Packomatic Container Sealing Machine has been in constant use for six years turning out 500 cases per hour. Installed at Ballard & Ballard Company, Louisville, Ky.*

## SOMETHING NEW EVERY DAY

When a new packaging machine is developed that will cut your costs, do a better job for you and do it more completely, you want to know all about it.

This is why the facts about Packomatic Automatic Packaging Machinery will interest you. Labor saving alone pays many times the whole cost of Packomatic machinery.

Let a Packomatic engineer analyze your packaging problems. He will be glad to offer suggestions that may save you thousands of dollars annually.

Call for a Packomatic engineer—  
No obligations. Write for particulars and catalog.



**J. L. FERGUSON COMPANY, JOLIET, ILLINOIS**

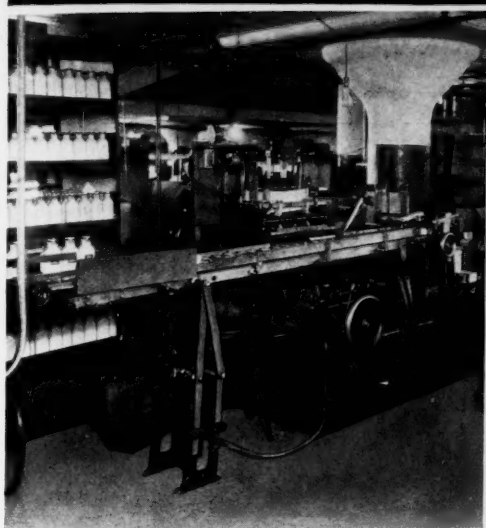
*Branch Offices*

NEW YORK CITY

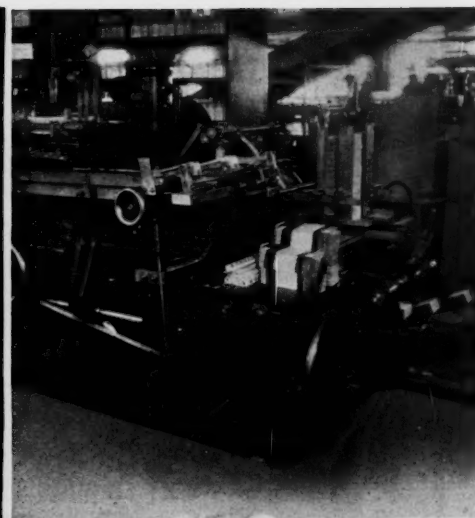
ST. LOUIS

LOS ANGELES

# 5 CODRINGTON CARTONERS RECEIVE BOTTLES



A  
N  
D



# TURN OUT PACKAGES BY THE THOUSAND AT McKESSON & ROBBINS BRIDGEPORT PLANT

The cartoning requirements of the McKesson and Robbins plant are such as to demand the utmost of the cartoning machine. High speeds must be maintained to keep up with the rest of the production line. Costly products and costly containers demand perfect production at all speeds, without the possibility of damage to carton or contents. An unusually large number of sizes and shapes require fairly frequent changes . . . changes which must be made in the shortest possible time.

Such conditions demand machines which could stand every sort of strain and still deliver at scheduled speeds. That five Codrington cartoners were chosen to do the task we consider the best recommendation possible for these machines. That all five are performing to complete satisfaction we consider but what we . . . and McKesson and Robbins . . . expected. Past performances have built a confidence well deserved. In meeting your cartoning requirements . . . PACKOMATIC has a trump card in the Codrington Cartoner. Let us show its points to you.

**PACKOMATIC**  
FERGUSON  NATIONAL  
**PACKAGING MACHINERY**

**J. L. FERGUSON COMPANY, JOLIET, ILLINOIS**

Branch Offices

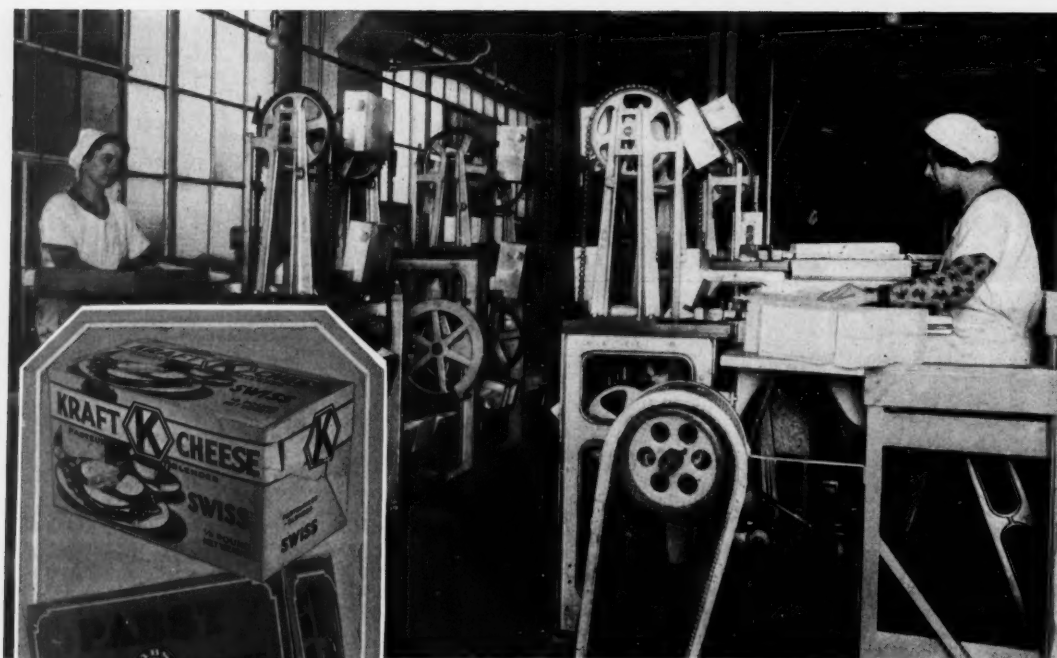
NEW YORK CITY

ST. LOUIS

LOS ANGELES

September, 1930

33



## WHERE CARTONS MEAN "QUANTITY" YOU'LL FIND PETERS CARTON FORMERS AND CLOSERS

**T**HIS battery of four Peters Forming and Lining machines produces approximately 80,000 cartons daily. They save the work of from eighteen to twenty-four hand-operators. They effect an annual saving of about \$14,000.

No wonder dozens of firms employ Peters Carton Formers and Closers year in and year out. The savings in time, space, help and money which these machines effect can be yours. Peters engineers stand ready to design and install the ideal arrangement for your plant. Call upon them . . . write today.



**PETERS MACHINERY COMPANY**

GENERAL OFFICE AND FACTORY 4700 RAVENSWOOD AVE  
CHICAGO.U.S.A







The candy-loving public looks for the silvery Raisinets package when ever it wants a real taste-treat.

The Master Metal Carton is easy to see on crowded candy-stands—it draws sales much as a candle draws moths.

Why not let us design a sales-winning package for you?

REYNOLDS METALS CO., INC.

347 WEST 30 ST.

NEW YORK CITY

CHICAGO

SAN FRANCISCO

MASTER METAL  
PACKAGES

TRADE MARK REG'D U. S. PAT. OFF.

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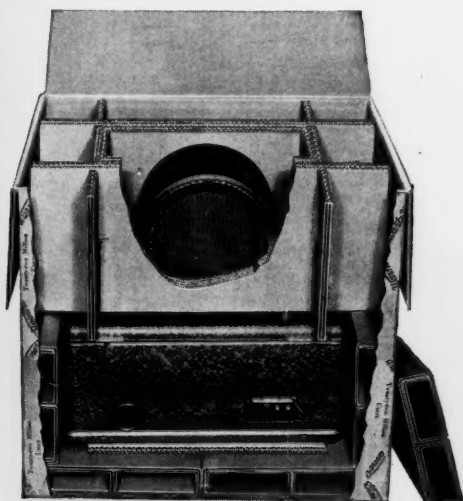
**CORRUGATED  
and SOLID FIBRE  
SHIPPING BOXES  
and PRODUCTS**



**BOXBOARDS  
FOLDING BOXES  
STOCK BOXES  
PAPER PAILS**

## Let Us Help You Cut Your Shipping Costs

**T**HE tremendous contribution of the Container Corporation of America towards the successful solution of difficult packaging problems of a host of industries is ample proof of the broad, thoroughgoing experience which has made these solutions possible and acceptable to careful packers seeking economy with a fair margin of safety to goods in transit.



*How a fragile radio can be packed and shipped in a corrugated fibreboard box. Note double wall reinforcements for protection.*

Our many friends and customers have, in many instances, made remarkable savings over old methods and we are steadily working to cut shipping costs to a still lower level. With the cumulative brain power of our expert research, laboratory and executive personnel, we are in a fine position to handle intelligently all packing or shipping problems which may be troubling you. The cost to you is nothing, nor do our research services entail any obligations on your part.

We want you to feel that we are constantly at your service, ready and willing to give our best efforts, to help you.

Our line of products is very complete and there is always something to interest you in our efforts to reduce your costs. The quality of our products is beyond question. Ask any one of our thousands of users.

What are your needs? With our background of twenty-three plants and mills, we are in a position to give you quick service and generally short hauls. When you write, please refer to Dept. 19.

## CONTAINER CORPORATION OF AMERICA

Mid-West Box Company    Sefton Container Corporation

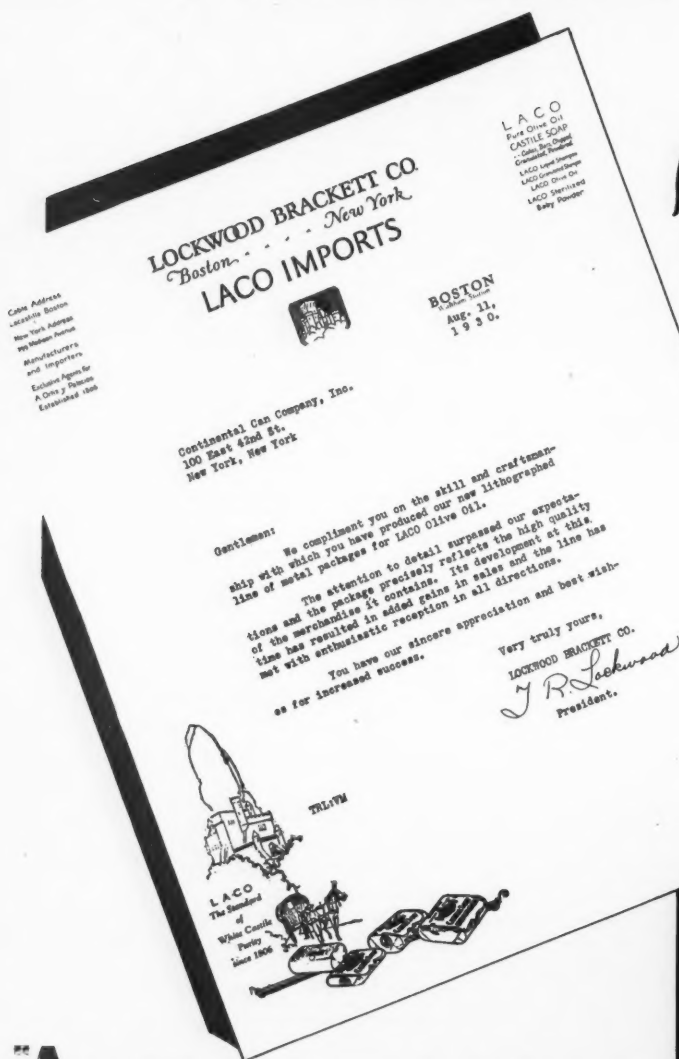
Seven Mills • Fifteen Factories  
Capacity • 1300 Tons Per Day



General Offices • Conway Bldg.  
111 W. Washington St., CHICAGO

# Again CONTAINERS by CONTINENTAL

*play an  
important part  
in successful  
merchandising*



**ADDED gains in sales . . . enthusiastic reception in all directions,"** says Mr. Lockwood referring to their new Containers by Continental.

Many other manufacturers of diversified products are finding Continental service a big help in the creation of better packages . . . which are so essential to increased sales in these days of keen competition.

"Containers by Continental" have long been identified with many of the country's outstanding merchandising successes.

## CONTINENTAL CAN COMPANY INC.

Executive Offices: NEW YORK: 100 East 42nd St. CHICAGO: 111 West Washington St.  
SAN FRANCISCO: 155 Montgomery Street  
1905—CONTINENTAL'S SILVER ANNIVERSARY—1930



**"It's Better Packed In Tin"**

Modern Packaging

# MODERN PACKAGING

September, 1930

VOLUME FOUR  
NUMBER ONE



## Packaging Groups of

## Drug Store Products at McKesson & Robbins

By D. E. A. CHARLTON

TO the manufacturer of any product the package represents the completion of his production problem and the commencement of his marketing problem. His package participates then in the considerations that must be given to manufacturing and distribution processes. Given a wide variety of products, the packaging of which requires the utilization of many sizes and types of containers and other package supplies, it would seem that the problems surrounding the output of distinct groups of pharmaceutical and household preparations, such as those manufactured by McKesson & Robbins at Bridgeport, Conn., offer a herculean task.

However, to the visitor at the plant the even, steady flow of the several products through the various steps of the packaging operations, the systematic arrangement of machines and materials and the competent atmosphere which pervades every department in this plant, the impression is one of efficient simplicity. But one realizes that behind this accomplishment lies a vast amount of planning and ingenuity—a complete understanding of market demands, classification of products,

scheduling and regulation of production, every phase from the bringing in of raw materials to the storing of finished stock, all of which enter so vitally into the proper equipping of the finishing department.

Here we see distinct groups or families of products packaged automatically, at high rates of speed, uniformly and in a variety of sizes and types of containers. It is not unusual, of course, to find in manufacturing plants the utilization of automatic machines for filling, capping, cartoning, sealing and performing other packaging functions, but such work is more often than not confined to individual products or a few standard sizes on which large and economical production is desired. In the McKesson & Robbins plant, then, we find an outstanding example of flexibility and interchangeability in equipment—an accomplishment that indeed reflects credit upon the plant management and those who have produced the machinery that has made this possible.

To obtain a background which will enable the reader to comprehend better the various packaging operations conducted here, a brief description of the other de-



Group of cartons and display containers used in the packaging of toilet preparations. Photo by E. H. Rehnquist

partments may not be amiss. Together with a recent addition, the main building consisting of three units or separate buildings affords 300,000 sq. ft. of space. There are three main floors, two mezzanines and a basement, making in all six floors. Throughout these the gravity principle is utilized for the distribution of finished and unfinished products. Control assay, analytical and biological laboratories, completely equipped with modern apparatus, test all incoming raw materials and check the finished products so that standards may be maintained at all times. Two large elevators, as well as gravity chutes for the distribution of finished and unfinished products, service all floors. A complete sprinkling system furnishes adequate fire protection. In addition to the manufacturing, packaging and storage departments, laboratories and general offices, the company maintains an excellent cafeteria for the accommo-

dation of employees. There is also a machine shop for the repair and upkeep of plant equipment. Rail and truck platforms are provided to take care of incoming and outgoing shipments.

With this impression of a well-equipped manufacturing establishment it is not difficult for the reader to assume that he will find the packaging is carried on in a manner which is in keeping with its other appointments. And such is the case, for here is one of the most complete automatically equipped packaging plants that it has been the writer's privilege to visit.

The mezzanine floors, mentioned earlier in this article, are utilized as storage space for packaging supplies. In this manner all the necessary material is conveniently available and one finds an absence of the litter and confusion which is too often observed on packaging floors, impeding efficient operation. The various products to be filled are brought direct to the filling machines by pipes, chutes or hoppers, as the case may be. Each of the several packaging units is adjustable and may be adapted to various sizes of bottles, closures, cartons, etc. This factor of interchangeability, as already mentioned, constitutes one of the most interesting features of the plant equipment.

For the packaging of liquid products two types of units are employed—semi-automatic and full-automatic. The former is used for the toilet line, the procedure being as follows: Bottles, ranging in size from 3 oz. to 16 oz. capacity and hexagonal in shape, are removed from reshipper cases and filled on a 9-stem vacuum filler. They are then corked by hand—either sprinkler stoppers or moulded caps being used—and proceed by belt to the labeler where a single label is affixed. Thence by belt to the packing table where they are placed in tuck-in cartons, closed and packed in partitioned corrugated shipping cases. These cases are then sealed



the closures. Appropriate colors are used in the panels, the bands, top and bottom, carry the deep blue which designates this line. Photo by courtesy of Bakelite Corporation.

An outside and inside view of some of the packages in the toilet preparations group. Here may be noted the labels and closures used, also the shape and design of the bottles. The key color of the labels is repeated in



automatically top and bottom and conveyed by spiral chutes to storage. Approximately one thousand dozen packages per day is the output of this unit.

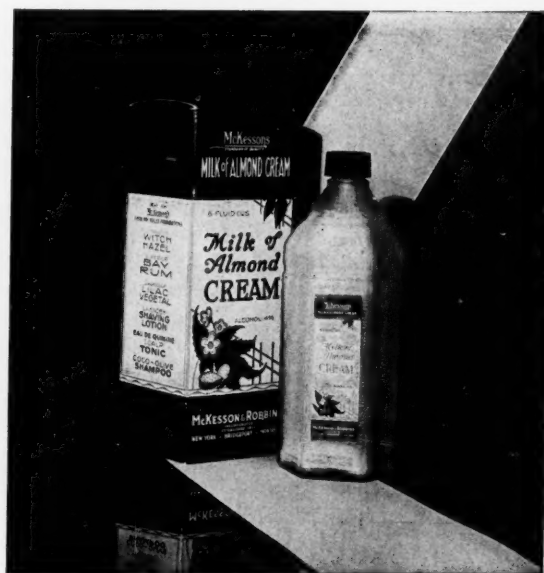
The full-automatic units used for liquid products include the handling of rectangular and rounded shape bottles which range in size from 1/2-oz. to 16-oz. capacity. There are three lines of these, each unit being allotted to given sizes. Removed from the reshippers the bottles are placed on belt conveyors which carry them to an 18-stem rotary vacuum filling machine. Filled, the bottles continue by belt to a 4-spindle capper where screw-top caps are placed thereon and tightened, continuing thence by belt to an automatic labeler. The filled and labeled bottles then proceed by belt to the cartoning machine which forms a direct part of this particular unit. In each cartoning machine the knock-down cartons are automatically fed, opened and loaded with bottles of various shapes. These machines also feed, fold and insert a circular in each package before tucking and sealing the ends. Besides these three cartoning machines there are three others which are utilized in cartoning collapsible tubes as well as other bottles and jars that are filled and sealed elsewhere than above mentioned. These operate at speeds from 40 to 45 per minute. It is interesting to note the diversity of sizes and shapes handled, which are as follows: 1/2-, 1-, 2-, 3-, 4-, 6-, 8- and 16-oz. "standard;" 6-oz. "eye bath;" 8- and 16-oz. "milk of magnesia;" 8- and 16-oz. "cod liver oil;" 4- and 8-oz. "toilet group;" 9/16-, 1-, 1 1/2-, 2- and 2 1/2-oz. "tablets;" 1-, 2- and 4-oz. "square jars;" 1/2-, 5/8-, 3/4-, 7/8-, 1 1/8-, 1 1/4- and 1 3/8-in. collapsible tubes. The "toilet group" bottles are six-sided, and the other designations cover a multitude of products not named.

In the packaging of dry products practically the same



Paper cans used for powdered and crystalline products, showing the closures and protective dust caps. Photo by E. H. Rehnquist

plan is followed for both crystalline and powdered materials, although separate units are provided, the variation being in the number of filler heads used. Spiral fibre cans which are supplied to a hopper from the mezzanine floor above are fed to a moving belt which carries them directly under a net weight filler to receive the desired amount of material, fed through two, five or six heads as the case may be. The cans are supplied with paper dust caps as they are received from the hopper, and these are removed by the girl who places the cans, open end up, on the moving belt. Filled, the cans proceed along the belt, a cap being placed over each one, to the capping device which firmly presses each top in place. The filled and capped cans then pass through the labeling machines where a label extending completely around and covering the full height of each can is automatically placed thereon. This latter operation is performed at the rate of 35 per minute, which is sufficient to keep up with the

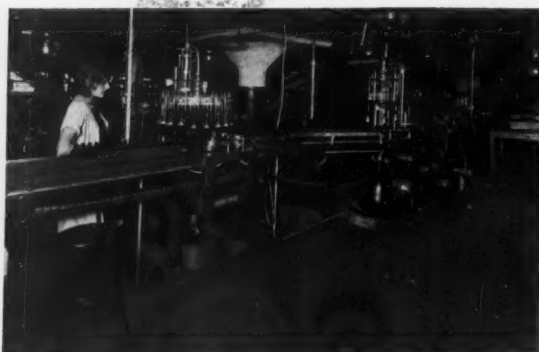


Spotlighting a single product in the toilet preparation line of McKesson & Robbins. Here is shown the package assembly which includes bottles, label, moulded cap

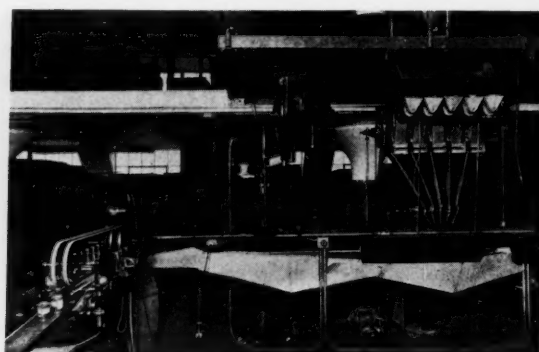
and carton. Photo by courtesy of Bakelite Corporation. The illustration on page 37 shows several products included in the pharmaceutical group—bottles, labels, closures and cartons.



## TO MEET RIGID SCHEDULES IN THE PRODUCTION OF ITS PHARMACEUTICAL AND HOUSEHOLD PREPARATIONS MCKESSON & ROBBINS UTILIZE MODERN AUTOMATIC PACKAGING EQUIPMENT

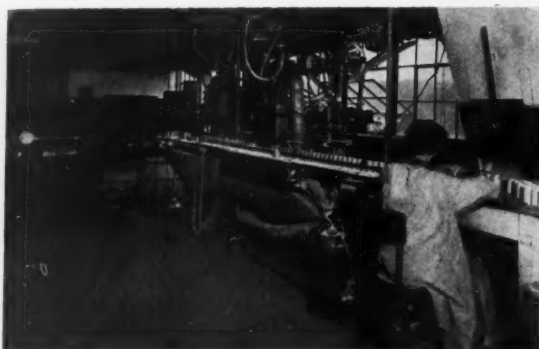


*Automatic rotary filler four-spindle capper and labeler connected by belt conveyors are included in each of the wet packaging units*

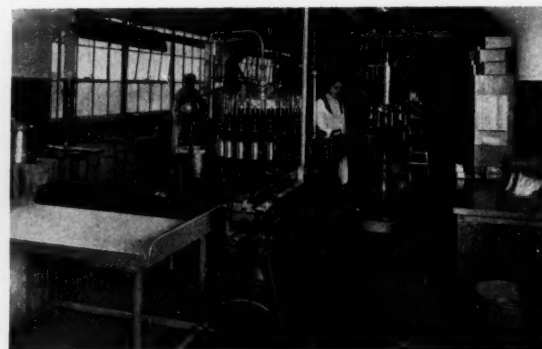


*Five-head filler and net weigher, capper and labeling machine comprises the unit used in the packaging of crystalline products*

*One of three units used in packaging wet products at the McKesson & Robbins plant. Straight line production methods are followed*



*Paper cans, fed through a chute, are automatically filled with powdered products, capped and labeled on this unit*



average speed of the preceding operation. An auxiliary or dust cap of light news board, matching the color of the label, is placed by hand on each completed package. When, however, poisonous materials are packaged, a red dust cap is applied. Two check weighings are made—one following the filling of the cans and the other upon the completion of the package—to assure accurate weight. These packages are made up in weights varying from 1-oz. to 16-oz. sizes.

Considering now the operations and equipment used in the packaging of other materials. Full automatic tube filling, closing, clip-forming and attaching machines are used to handle various materials in tube sizes on a production basis. One of the latest machines is handling up to 50 tubes per minute of  $1\frac{3}{8}$ -in. diameter. A feature of this machine is that it makes its own clips from plain metal ribbon, thereby effecting a substantial saving over the expense required if ready-made clips are supplied. The operator places the empty tube

in the cup provided for that purpose, the machine fills the desired amount accurately and cleanly, preforms the tube to an oval shape so that the fold will not be wrinkled and the tube will have a blunt appearance, seals it with a double fold, reinforces the fold with a clip made completely on the machine, stamps the control number and ejects the completed tube on to a conveyor of adjustable height. This machine can be quickly adjusted to utilize a different tube size or material.

The packaging of tooth powder is done on an automatic filler and capper which operates at the rate of 30 cans per minute. An operator places the empty containers in holders which automatically carry them to the filling device while another operator places a cap on each can before it passes under the capper. The filler is clean in its packaging since each container is filled in two stages, the final one with the opening held against a felt pad to eliminate dust. After capping,



*Receiving end of one of the six cartoning units which operate at the rate of 40 to 45 per minute and include a wide variety of sizes*

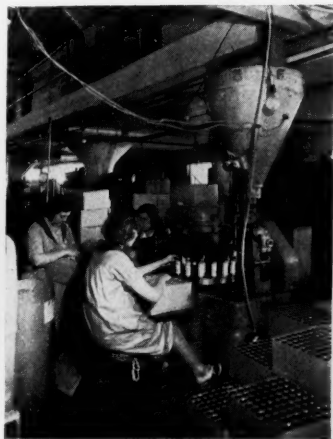


*Delivery end of cartoning unit which also feeds, folds and inserts a circular in each package before tucking and sealing the ends*

*Automatic tube filling, closing, clip making and attaching machine operating on shaving cream.*

*Rotary tablet machine equipped with automatic counting and bottling attachment*

*Automatic powder filler and capper filling and capping cans of Calox tooth powder*



the completed package is automatically discharged to a conveyor belt which elevates it to a finishing table.

Of interest in the tablet compressing department are several automatic counting and bottling attachments, included as part of the equipment of the rotary tablet machines. By means of such an attachment an operator is able to tend the tablet machine and at the same time bottle the tablets, insert cotton and screw on the cap. The tablets pass over a screen before falling into the bottle, thus removing the dust.

Up to this point we have considered only machines and methods. But the story of packaging at the McKesson & Robbins plant would be but half told if we failed to take into account the packages themselves. Here is an excellent opportunity to study family resemblance in packages, particularly in view of the fact that the products so packaged include not only a large number but fall logically into separate and distinct groups. Each of these groups carries certain dis-

tinguishing package features but at the same time there is a bond or similarity of design common to all of them which leaves no doubt as to the origin of each product. "The Standard of Quality"—the slogan of McKesson & Robbins and its service—is evident on each and every package put out by the company.

Several of the illustrations accompanying this article show package assemblies of the various groups. The most striking of these is the design used for the toilet preparations which makes liberal use of color, varying this to conform to the particular product included in the package. As may be seen, in this group the label on the bottle is a replica of the design appearing on the carton. The deep blue banding, embellished with gold and carrying white lettering, which appears at the top and bottom of the cartons and is also evident on the display containers, effects the tie-up with the products of the other groups which show bands similarly placed but of a different color. Two (Concluded on page 82)

# EDITORIAL

## Bolstering the Record

**A** GAIN we pipe up with the annual wheeze so that those who read will know that with this issue we are commencing another volume of MODERN PACKAGING. Perhaps our attitude—that of getting a “kick” out of each completed volume and being so bold as to mention that fact—may be considered puerile. Perhaps our more conservative readers would have us soft pedal such enthusiasm. We are sorry in these cases; we expect to retain that attitude for many years to come. We like to think of it as indicating the beginning of a growth—progress—and in so doing place ourselves in the position of always seeking improvement.

The period just past has been one of accomplishment in the packaging industry. Specifically, if one is to point out the direction in which the greatest progress has been made, it can be said that this has been toward a keener appreciation of packages by manufacturers who have adopted that means of merchandising their products. This appreciation has manifested itself in a demand for better design, the use of more harmonious colors and decorations, more economical methods for assembling packages and the utilization of materials which heretofore had not been considered. All of these factors have brought about not only an increase in the actual package output but have also added to the number of groups which are already converts to the package idea. The entire credit for this attitude on the part of manufacturers should not, however, be laid at their door for their efforts would have been of less consequence were it not for the fact that the buying public has—through education, psychology, or call it what you will—accepted the modern package and maintained an insistence for improvement.

To point out a very few instances of progress. We have seen an advance in the methods of packaging frozen foodstuffs which bids fair to revolutionize the retail merchandising of these commodities; there has been an improvement in the manufacture of transparent and semi-transparent wrappings and the methods of printing and applying same; as one expert expresses it, “we are using color, not letting it use us;” there is a definite trend toward more convenience in the structural design of containers, displays and the like, and newer materials—such as phenolic compounds—are being adopted for use. One has but to review the pages of this magazine for the past twelve months to realize that this period has been one of increasing activity in packaging progress.

Our own part in this, however small, has been an unending source of satisfaction. The opportunity to participate in any manner in a growing industry or

development is one that calls for sincere effort. This we have tried to give. Such as we have accomplished is due entirely to the encouragement that has been given us by our readers and advertisers—to whom we tender at this time an honest vote of thanks.

## Scientific Color Is Here

**T**HE August issue of the *American Magazine* includes an article, “Putting the Rainbow to Work,” which includes some facts that are not entirely new to many of us. We knew that the use or rather the misuse of color had spread to industries other than packaging, but that it had reached the pandemic indicated by our esteemed contemporary was something of a shock. As a corrective we have the assurance that we are now well on the way toward a sane use of color. And this indicated swing of the pendulum is a decided relief, for much of the influence that has been apparent in general industrial use has been reflected in package work. In other words, certain package users have felt that they must—in order to keep up with the procession—pile on the color regardless.

It is logical that, having spent itself in a wild orgy in an effort to prove its ability as a sales builder, color should seek science as a means of correcting the former deficiencies in its use. Sufficient data was compiled to show that the proper use of color was of advantage, so that it remained for its proponents to seek practical means for the determination of what constitutes correct selection and application. The psychologist was enlisted and his findings together with those of others who have studied to produce required effects have created certain definite plans, the adoption of which no longer leave to chance the selection of color. The manufacturer who is using or contemplates the use of color in his package can obtain the *right* selection—that which will perform its function beyond any question of doubt.

## Offsetting the Obsolescence Hazard

**T**HERE are few industries that are not required to face, sooner or later, the obsolescence of certain if not all of its products. A broad statement, but one which is backed up by facts. New inventions, new discoveries, changes in buying habits, changes in the commercial buying power of the people, changes in the needs and conditions of one's customers—all are influential in bringing about obsolescence of products. There are, of course, certain factors which prolong the period of life for many products, means by which the evil effects of obsolescence may be materially retarded. Were it not



for these substitutions, which are constantly injected into industry and business, civilization would be at a standstill.

The present era, among other designations, has been referred to as "the package age." Perhaps some package enthusiast with a flair for lineage will claim that the original package was the egg or some such form of prehistoric beginning, but certainly the dawn of the full possibilities of the package is of comparatively recent date.

Already, as we pointed out in our last issue, there is evident a certain upset in package traditions—fast and better methods of packaging are becoming available, a greater selection of packaging materials is to be found. And these are unmistakable signs that obsolescence is making itself felt in the packaging industry.

Recently, in the *Executives Service Bulletin*, published by the Metropolitan Life Insurance Company, Champe S. Andrews, vice-president directing sales for the National Folding Box Company, in discussing the hazard of obsolescence, stated: "In expanding the present uses of our own product to the saturation point, we found another help against obsolescence. Ten years ago, realizing that women like to give boxes of cigars or cigarettes to men for Christmas presents, we made for one of the great tobacco companies a distinctive Christmas box. This manufacturer thought it a good idea and ordered \$85,000 worth of these boxes. He 'cleaned up,' as the trade saying is, and that idea has since been developed to a point where the Christmas package has extended into twenty-two industries. Our last order came from a firm in Ohio that never before considered the Christmas package as an aid to sales.

"If some way may be found to save your customer labor, it will be an important factor in warding off obsolescence. We were in touch with a manufacturer who probably packed five to seven thousand boxes a day by hand. Today, we have automatic packing machines that pack sixty and seventy a minute."

Concluding, Mr. Andrews points out that "The sharpest weapon against adolescence is alert and intelligent sales research which gathers ideas from all sources and constantly seeks new markets, new products and new uses."

### Furthering Christmas Seals

ALREADY retailers are calling their patrons' attention to the fact that the intervening days before Christmas are growing less and the Post Office is issuing its perennial plea for early mailing. So that it seems not out of place to give some thought to other considerations that are pertinent to the season of holiday gift exchanges.

Each year between Thanksgiving and Christmas the National Tuberculosis Association, through the sales of its Christmas seals, raises the funds necessary to carry on its work during the forthcoming year. The splendid accomplishments of this organization, made possible by individual contributions, are too well known to be detailed here—the work represents a contribution to the

cause of humanity and health which has few equals in our national, state and community activities.

To the users of packages the appeal for such funds should have more than ordinary interest. A label or seal indicating the manufacturer's brand on a package has always designated a pride of ownership, an expression of confidence in the quality of the goods contained in the package. It is considered an important and component part of the package. To embellish beyond the bounds of good taste is something from which the average package user refrains, but during the holiday or other gift seasons a certain leeway in the direction of extra decoration has become accepted practice. Special holiday wraps, labels, seals and other forms of additional ornamentation are not considered out of place—they have become a part of the display which is offered to holiday shoppers. Add to these, then, a seal which carries with its cheery message an expressed contribution to a most worthy cause and the package fulfills a function greater than its intrinsic value.

The Christmas Seals will be used by the purchasers of your packages; you'll use them yourself in wrapping, on letters and so on—it's part of the pleasure of Christmas giving. There is the thought, however, that added impetus may be afforded the work of the Association if those who package lend their aid to further the cause.

### Displaying Frozen Food Packages

WHILE essentially a job for refrigeration engineers, the devising of dispensers for packaged frozen foods is receiving consideration from other quarters. In the final analysis, of course, the housewife is the one whose preferences must be catered to, for her acceptance of frozen foods depends on the attractiveness of the goods offered and the condition in which the food is supplied and appears on her table. Knowing these requirements, the retailer, in turn, seeks a display container that will conform to the size, shape and performance adapted to the available space and, of course, within the price which can be justified.

A recent issue of *Refrigerating Engineering* lists the functional elements of an ideal display as follows:

1. It should display the food offered for sale in the most appetite-appealing manner.
2. The size should be economical. An adequate and accessible storage compartment must be provided.
3. Construction must be of a sturdiness to withstand the severe test of service with under-freezing conditions.
4. Insulation must represent the maximum of heat-resisting efficiency and protection against moisture infiltration, yet have sufficient compactness to avoid impractical bulkiness of the fixture.
5. Refrigerating apparatus must be designed to coordinate.

Considering the progress that has already been made in the acceptance of frozen foods and the potential indicated, we can expect extensive developments of importance to package users who are looking to such outlets for their products.



*Photographs posed by Frederick Bradley*

*The first sight of these attractive foods in graceful containers on the retail display shelf of the modern store suggests a mental picture to the feminine consumer of the eye appeal and the appetite appeal of the dish made possible through their use. The—*

## The Package as a Showroom

Containers for Food Products When Displaying Contents  
Can Further the Mental Picture of Their Use

By C. G. HICKS  
Editor, *The Glass Container*

**A**N advertisement current on a prominent billboard in the City of New York urges the reader to "Copy The Busy Bee—And Save." The author of the copy apparently has failed to realize that the reader who follows the simile to its natural conclusion will be forced to add to the phrase, "And have your 'honey' filched from the false security of your hive."

Similarly, the food manufacturer of today is apt to fail, when packaging his product for distribution, to follow his line of sales appeal to its natural conclusion. In all likelihood the progressive manufacturer will take carefully into consideration the high sales effectiveness, for both retailer and consumer, of eye appeal in his product, for so much has been said on this point that it generally is conceded now to be an integral part of successful merchandising.

Likewise, he knows that his advertising and sales efforts should be planned along lines designed to appeal to feminine psychology, and therefore should be directed to the feminine "eye." However, he does not take

sufficiently into consideration the fact that the feminine eye sees his product in direct relationship with the dinner table on which that product is to be served.

Thus, there is a potential or secondary eye appeal above and beyond the accepted eye appeal so necessary in a successful product, that generally is overlooked in packaging of product and sales efforts directed to feminine consumers.

Parallel examples of this secondary eye appeal may be seen in the highly successful merchandising efforts of numerous nonrelated industries, that should point the way to increased sales for those engaged in the manufacture of food products. Consider, for example, the knowledge of feminine psychology exhibited in the merchandising efforts employed in the automobile industry.

Automobiles today are arrayed in colors as vivid and as brilliant as the autumn woods. They are designed specifically to appeal to the eye of the feminine user who, surrounded by the enviable splendor of a great com-





*packages which are designed to display and at the same time enhance the appeal of the food, suggest the ease, the convenience and the pleasure of the housewife in preparing an enviable menu for her family or guests. While she may not have clearly in mind—*

pany's modern achievement, will ride proudly from her door, past her neighbors' doors and on through endless roads lined with covetous eyes.

The automobile manufacturer is fully aware that his feminine prospect will view his car, not as a scientifically constructed unit composed of trustworthy engine, low-hung, solid chassis and comfortable body, but, rather, as a possible social accomplishment to be fitted advantageously into the particular niche of society she earnestly has carved for herself. He knows that his product must have distinct eye appeal both for his prospect and for those whom she wishes to impress.

Likewise, he knows that in every merchandising effort directed to women, he must convey the definite suggestion of this secondary eye appeal. Therefore, in his most carefully planned advertisements he authorizes the expenditure of vast sums of money to achieve beauty of color, and layout symbolic of his car. Contrary to the utility which was the usual basis for automobile copy a few years ago, today copy in large measure stresses the eye-compelling quality of the machine. And illustrations are designed principally to convey the impression that the car shown in the advertisement is the logical and advantageous companion of the woman reader in the social sphere she hopefully visions as her own.

**I**N addition, automobile show rooms are designed and decorated carefully to further the effectiveness of secondary eye

appeal. In practically every display room wherein the feminine customer is expected to view the automotive product, the interior appointments are selected and arranged to suggest the atmosphere into which she will ride on the wheels of the product therein displayed.

Similarly, the package in which a food product is offered to the feminine consumer should suggest the atmosphere made possible by a use of its contents. The container should prove the right of its food to a place in the modern dining room ensemble.

Through culinary columns in newspapers and women's periodicals, radio talks and lectures by household experts, the modern woman has learned to pay particular attention to the attractiveness of the dishes she plans for use on her table. She has learned the value of eye appeal as an aid to appetite satisfaction for her family. Moreover, she has learned the inestimable value of the eye appeal of colorful food combinations as a means by

which to impress her guests.

Thus, as an example, while the modern housewife indubitably is attracted by the deep purple of plums, or the gold of diced carrots in a glass jar displayed on the counter or in the window of her retail store, she subconsciously has in mind their potentialities as aids in the preparation of an eye-compelling menu. She sees the carrots, not as a formless and graceless dish to be served to her family or to her friends merely as a life-sustaining food, but as a (Concluded on page 84)



*the exact mental picture of the eye-compelling dish she desires especially to serve on her table, the natural attractiveness of the food, displayed in a container of effective lines and appointments, suggests clearly to her mind the possibilities of a dish such as is pictured here.*

# When the Moulded Pulp Containers Come to America

By WALDON FAWCETT

FOR two years now, we have been waiting for the widely-heralded, moulded pulp package to enter the markets of the United States. Whether the waiting has been characterized by impatience, anxiety or somewhat disinterested curiosity has depended on the position of the bystander. Certain packers, who feel that this radically new species of container will supply for them a long-felt want, are naturally restive for action. Package supply forces scent a possible or probable new factor in competition. Even the business men who cannot visualize themselves as directly affected by this latest phase of the packaging revolution must suspect that, indirectly, there are potentialities here for a shake-up of traditions.

Why the delay? What detains the new candidate? These are the questions which have been raised more and more frequently as time has lengthened since the announcement of the sale of all American rights in the new forms of packages and in the machinery necessary for their construction. The news that the moulded pulp holloware container, which, originating in Germany, has made an even more sensational conquest in Great Britain and is now sweeping on to Australia, has only served to whet the American appetite for a taste of the novelty. Above all else, what are the prospects that the new package form will fit into the package scene on this side of the Atlantic and accommodate itself to the advertising responsibilities of the package which are, notoriously, heavier in this package-conscious nation than among some other peoples?

MODERN PACKAGING is, at last, in position to answer some of the questions which have been on the tips of many tongues in packaging circles. An enlightening "progress report" may be made, thanks to the insight into the situation afforded by John West, general manager of the corporation which has been organized to produce or license the production of the new seamless container. An interview with Mr. West discloses that the months that have intervened since a group of New Englanders clamped their indefinite lease on Germany's post-war sensation, have, by no means, been wasted. Measures of preparedness befitting such an adventure in packaging have been continuously under way. On

the technical side there has been little need for further exploration. Although English producers, going the Germans one better, have perfected further refinements in the pulp packages that will be welcomed in America. But what has been essential is a thorough-going program of market research to ascertain the adaptability of the moulded pulp units to the special and diverse requirements of American commerce.

ASIDE from the desire of the pioneers to be sure they were right before they went ahead, there has been no necessity for deliberation save that found in a natural impulse to conservatism. The corporation which has been organized to sponsor the new package species is a subsidiary of a well-known fibre manufacturer. This concern has been offered financial backing sufficient to stage a mass attack more widespread than has characterized the entry of any other unique packaging mediums. But the executives have preferred to proceed in their own restrained or cautious way. Had it not been for the business recession, the moulded pulp packages might have been on the market ere this. Having waited so long, the captains of the American invasion decided, this year, to wait a little longer for an auspicious time to launch the new utility.

Frank impatience there has been, meanwhile, among certain prominent packagers who have had a peep into the possibilities owing to participation in the tests that have lately taken place. A number of the largest distributors of packaged goods are just holding on to their present facilities of packaging until they can switch to the strong, light-weight receptacles that have come to pass so miraculously because of what a German scientist discovered during the war, incident to his experiments in hydration. One prominent cracker baker has been ready for months to enter an initial contract for a supply of the new containers at a minimum basis of 3000 a day.

There are inside secrets to the leisurely advance of the pulp package invasion. It has been already said that, barring the perfection of details, little remains to be done on the technical side of the proposition. But, at that, certain changes in the general fashions of packaging have served to modify the basic plan. For example,

oddly enough, the color craze has had its own special reaction in the moulded pulpware environment. Along with the other patents taken over, the parent corporation has secured the rights on a number of special patented solutions for the impregnation of the hollowware containers. Among the purpose of impregnation is the rendering of the containers airtight, water-tight, and electrically insulated. But an alternative purpose is the injection of color. Not merely surface coloring but complete penetration, if desired. With the public's new sensitiveness to color and the demand of many packagers for color, and yet more color, it has been deemed imperative to be prepared to meet this color call before entering the market.

**Y**ET another after-thought has necessitated more elaborate plans in connection with the pulp package invasion. The original assumption was that a plant or plants under the operation of the parent company could turn out all the pulp packages that would be needed. At least, for some time to come. With tentative tenders of orders in volume by the few packagers who know what is in the wind, the producers have had to revise their ideas. Particularly since some of the orders on the waiting list would involve long-distance shipments. The officers of the company suspect now that the time is not far distant when they will be called on to enter upon the manufacture of the patented machines which produce the pulp packages and to license packers to produce their own packages in their own plants.

Finally, by way of current complications, there has come, very recently, a development which promises to give new direction to the pulp package invasion. One consequence of the tests and experiments which have been under way in the United States during the past two years has been to uncover, as one of the richest, prospective leads, a destiny for the seamless pulp barrel. This unit which has had so little consideration abroad promises to graduate into a leader of the American line. It is not merely that the moulded pulp barrel is a marvel in its economy of weight. There are other unsuspected factors. For example, the saving of time and labor in disposing of "empties." Notably is there enthusiasm among the insiders for tar preparations packed in the new-fangled barrels, enabling the road builders or other consumers to feed barrel and contents intact to the furnace.

This glimmer of spirited barrel competition to come brings us plump against one of the tenderest spots in this entire subject. What, if anything, will the new arrival—the pulp package in its several forms—do to the standard and special packages already on the market? The answer is bound to be interesting under any circumstances. But there is a gain in interest in that the answer today is somewhat different from what it would have been a short time since, before the pioneers discovered what is in store for them in the barrel market.

**A**T the outset, the impulse was to think of the pulp package as a possible competitor for almost every species of container on the market. As it is seemingly entitled to be, on the score of its versatility, adaptability, and comparatively low cost, not to mention its combination of strength and light weight. This conception of a universal market has, however, been superseded in the course of two years of market scouting, bringing such discoveries as the barrel sensation. The present attitude of the producers of pulp packages is that they will not so much as attempt competition with mediums where they would have to fight their way. That means containers such as collapsible tubes and paper and textile bags. Consoling, perhaps, to some who have been on the anxious seat is the news that there will be no disposition to try conclusions with the forces engaged in supplying folding paper boxes, etc. Most interesting of all, is the whisper that the moulded pulp package manufacturers will not even exploit some of the package fields where they are confident they could obtain a fair share of the business that is going. They intend to forego the border line markets and concentrate on lines where they feel that they are assured bigger

**Elaborate plans which consider the production and merchandising functions of packages have preceded the announcement or formal placing on the market of moulded pulp containers of a type which has already met with wide acceptance abroad. What may be the ultimate development of these containers is difficult to predict at this time, although a consideration of the several features offered suggests definite fields for their use.**

volume and bigger profits for the efforts expended.

From a broad, constructive standpoint, the most interesting aspect of any new departure in package production is to be found in what it may do in opening new markets—enlisting in the packaging procession potential packers who have remained unconverted because they could not find package forms suited to their particular needs or because they could not obtain these forms at prices that they could afford to pay. On the score of package extension, the moulded pulp addition is high in promise. To cite one outstanding attribute, that should make the moulded pulp medium a trail-blazer, there may be mentioned the possibilities of moulding to individual specifications. Moulds will cost from \$100 upward but what is that as a charge for a patterned-to-fit container.

**F**LEXIBILITY in package outline and design is counted upon to make work for the moulded pulp containers along several separate, inspired lines. First of all, and ultra-timely in view of the strong trend to prepacking or unit packing, so called, is the possibility of "building into" the container the shelves, cushions,



braces, etc., necessary for suspension packing. Consider the savings in time, cost and labor if a container carries, integral with its physical structure, buffers to hold the fragile content isolated from all walls. In the preliminary trials during the past few months the pulp containers of the suspension type have proven themselves unexcelled for the packing of fragile articles such as glass bulbs, flasks, bottles, radio and x-ray tubes, china, porcelains, etc.

The self-same adaptability of design, which has just been mentioned as an aid to interior packing, serves an equally valuable purpose in allowing packagers to indulge their utmost dreams of individuality in packaging. The patented automatic machinery flows the pulp solution into moulds of any shape required, the containers being made and dried ready for use in one operation. The consequence is that any special shape or form of container, which the packager desires, may be produced. Furthermore, it is claimed that freak shapes of containers, irregular in form, which are notoriously difficult to stow snugly in the case of glass or tin packages, may be compacted for shipment much more satisfactorily when pulp is the medium.

By no means the least of the advantages of moulded design is the chance it gives the package user to conspicuously mount his trade mark or trade name in a position where it will endure as long as the container is intact. The embossed trade marks and raised lettering in any color are counted upon to win adoption for the moulded pulp packages in many quarters where other forms of containers are equally serviceable as far as utilitarian considerations are concerned. This embodiment of the trade mark in the container structure presents the only rival, as to indelibility, of that lone medium, the blown-in-the-bottle brand, which has heretofore been all but unattainable for small packers because of the cost of special bottle moulds. It is claimed that the trade-mark embossed pulp package is especially well fortified against the perils of refilling. And that, in consequence of the unerasable character of the trade mark, it is ideally qualified to continue to perform its advertising mission if the container is diverted to re-use or after-use following its original employment.

**I**N a very extensive section of the packaging world, the American debut of the moulded pulp holloware container has not been taken too seriously because of the impression that this package is not suited to the storage and conveyance of food products. The rumor which spread that story is, indeed, unfounded. Perhaps the best refutation is found in the fact that Huntley and Palmer, the well-known producers of English biscuits, are among the most enthusiastic foreign users of the new moulded containers. And it will not much longer be a secret that the American cracker baker who is, in the entire trade, the most exacting with respect to solicitude for flavor, keeping qualities of the goods, etc., is planning to switch to this package the minute the American factories go into production. Abroad, the moulded pulp packages are being used for salt and

various other products, always with the guarantee that the container will not communicate either taste or odor to the contents.

The gossip that has been current to the effect that foods are barred from the pulp containers is matched in inaccuracy by the rumor that the moulded pulp receptacles will not accommodate liquids. The plan, above-mentioned, to crash the barrel market should alone puncture that libel. Part of this drive in the direction of the barrel field is designed to establish the use of the moulded, seamless barrels for all manner of oil products. And, by the by, we are soon to witness, here in the United States, a lively competitive tussle between the seamed and the seamless pulp barrels. Abroad, packaging of liquids is all in the day's work for the moulded pulp bottles, jugs and jars. Even the liquids such as vinegars and phosphates which contain acids, fats or lyes.

**I**N my talks with officials of the corporation which is back of the American invasion, I asked pointedly as to certain matters regarding which there has been no little curiosity in packaging circles ever since the first announcement that the moulded clan was coming. For one thing, I broached the skepticism regarding effective closures, only to receive the most positive assurances. It is admitted that in the case of the moulded pulp seamless barrels there will be recourse in some instances, for the sake of convenience, to covers of alien material—metal, fibre board or what not. As to the smaller consumer-packages the lids, covers, caps and other closures are in the mode. I was told that, owing to the accuracy of the manufacturing process, the moulded containers may be furnished with tightly fitting covers of the same material. Or, if preferred, covers of tin or glass may be substituted. Or, at the option of the packer, the tops of the pulp containers may be moulded to accommodate screw caps or patented stoppers or lids. Thus the packer who is keen for the advertising aid of the lithographed cap or cover may get his.

Another interrogation point which I raised, had to do with the fate of the label. Some doubting souls had told me that they didn't see how labels were to stick to the moulded pulp surfaces, particularly in view of the texture produced by screening in manufacture. Sponsors of the new venture assert that exhaustive tests, under all American climatic conditions, show perfect records in adhesion for all types and sizes of paper labels. No obstacles exist, of course, to the tight wrap or to the enveloping of the pulp container in any of the transparent papers now on the market. As to the surface texture of pulp containers, that is precisely the quarter in which the longest strides in improvement have lately been made. Some of the white wares recently added to the moulded pulp line in England are qualified to go anywhere on their looks—even into the most exacting aisles of the confectionery and perfumery trades. And, here in the United States, recent experiments have produced (*Concluded on page 84*)

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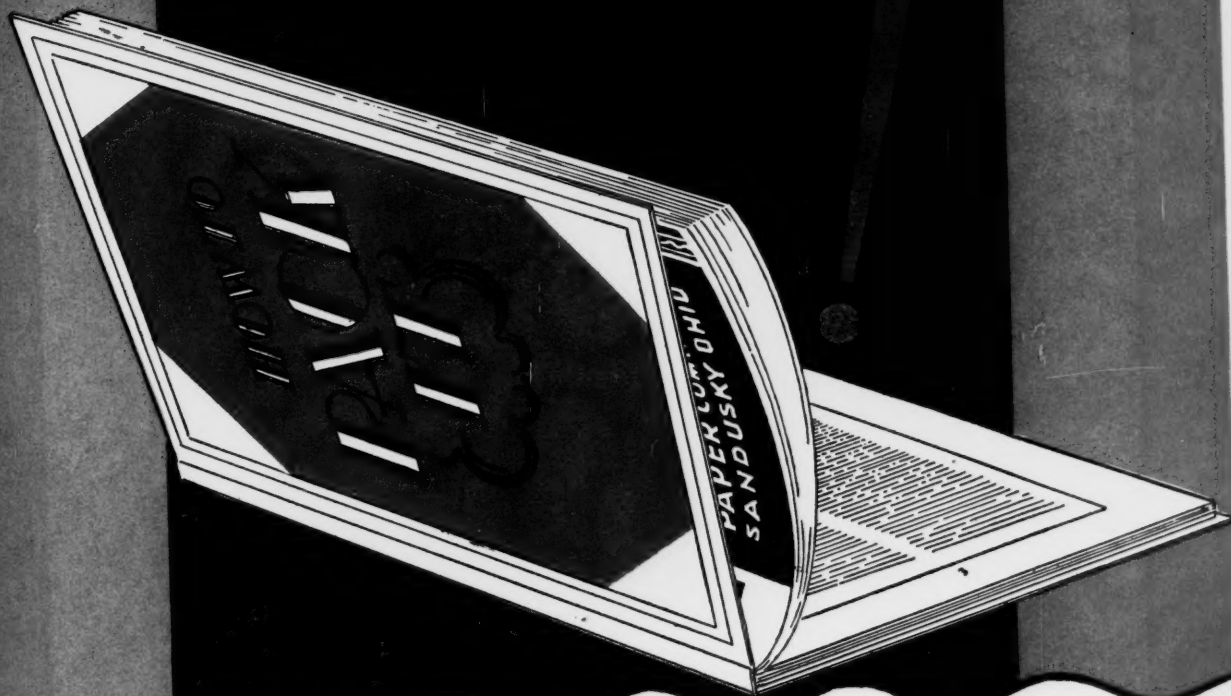
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REDUCED PAPER COST OF PACKING  
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**T**HOUSANDS of shippers have found the way to packaging economy through H & D Package Engineering Service. This service has a four-fold saving.

*First*, the H & D corrugated fibreboard box is lower in cost. *Second*, the speed and convenience of handling H & D containers have materially reduced packing labor costs. *Third*, lighter weight effects a large reduction in transportation costs. *Fourth*, the cushioned walls of H & D properly designed containers materially reduce losses from damage.



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PACKERS STATION KANSAS CITY, KANSAS

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KING STREET SUBWAY AND HANNA AVE. TORONTO

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Company Name.....  
We Pack.....  
Address.....  
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# Fitting the Package to the Product



Photograph by E. H. Rehnquist

By A. URBAN SHIRK  
*International Products Corporation*

**T**HE International Products Corporation of New York City, owner of the second largest cattle ranch in South America, is producing large quantities of beef extract in its extensive Paraguayan packing house. Recently the company decided to employ this extract in the preparation of a finished product of its own manufacture for the American trade.

Experiments were conducted in the laboratories of the company to develop a new and different type of concentrated beef bouillon, using beef extract as a base. The aim of this research was to create a beef concentrate containing a high percentage of beef extract and a very low percentage of salt. It was required that the product be non-hygroscopic and uninfluenced by any climatic conditions whatsoever. It must dissolve instantly in water and be outstanding in flavor, quality and purity.

Experienced chemists worked on the problem diligently for many months before a product was created which fulfilled in all respects the rigid specifications demanded. But the resultant product differed so radically in character and form from other concentrated bouillon products that none of the orthodox methods of packing could be employed. The concentrate was too liquid to be wrapped and too viscous for bottling. It would not pour and it had a tendency to become sticky on exposure to the air so that the question of resealing an opened container was important.

No attempt was made to fit the product to a definite

package. The problem was to make the package fit the product and yet to lose none of the important features a food package must possess in order to make it convenient and appealing.

Various types of containers were tested but only one type of packaging proved to be ideal for this product—the collapsible tube. Regardless of the viscosity

of the material, the tubes can be filled automatically and rapidly with modern tube filling machines without coming into contact with human hands. The hopper and filling mechanism being almost entirely enclosed, the material is kept free from dust and contamination during the filling process. The filling weights are automatically controlled and little floor space is required for the operation. Not only do the tubes solve the packaging of the material from a manufacturing angle, but it is believed that the consuming public will appreciate fully the convenience of the tube for this type of product.

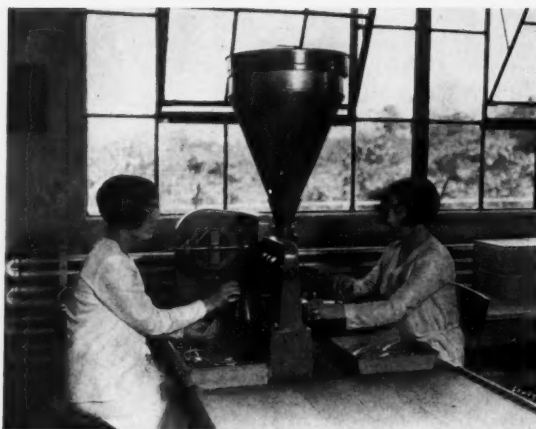
The screw cap on the tube is easily removed and replaced, facilitating the resealing and making it most effective. The small aperture in the tube lessens the chances for leakage when the cap is removed and exposes little of the surface of the material to evaporation or dust contamination. In addition, the tubes are unbreakable and may be easily carried anywhere without concern when traveling. Another advantage possessed by the tube is that as much or little of the contents as desired can be extruded with ease and con-

venience. The size of the tube is  $\frac{7}{8}$  in. x  $4\frac{3}{4}$  in., and each tube contains  $1\frac{1}{2}$  oz. of the concentrated beef extract Torex.

With the adoption of the tube as a container for Torex, a new problem presented itself: that of tube design. The prevailing use of tubes has been in the packaging of cosmetics, drugs, etc.; consequently, a tube containing a food product must so differ in design from cosmetic tubes that the public will not associate one with the other.

A study was made of the designs used on cosmetic tubes in order to determine the popular motif and then the artists were instructed to create a design for the Torex tube which would not only make it completely dissimilar to other tubes, but a design which would without question convey the idea that Torex is a food product. The steaming cup design was in general the means used to accomplish this result, and this feature was carried out on the tube, individual carton, and, with necessary modification, on the display carton. The background of the tube and carton is a rich turkey-red, the cup and steam in white, with the lettering in black. The flap on the display carton differs in that the background is black and the lettering in turkey-red. Display strips bearing a design similar to the one employed on the tube and display cartons are included in each carton and intended for the use of the retailer in arranging displays or in his windows.

A small two-page insert describing the many uses of Torex is wrapped around each tube when it is inserted in the small individual carton. These inserts are placed in such a manner that they lift out



*Tubes are automatically filled and sealed*

of the box when the tube is removed. An additional exclusiveness was imparted to the tube cap which was made hexagonal in shape and has the triangular trade mark of the International Products Corporation embossed on the top surface.

The display container is made to accommodate twelve tubes of Torex—two layers of six each. The size of the container is five by six inches, which is small enough to insure counter display in the retail store. To protect the printing on

the flap of the display carton and to secure the contents, the carton is provided with a throw-away cover which is sealed with tape affixed to the bottom of the carton. This makes a convenient package for rehandling without additional wrapping.

Torex is being produced in a new plant on Staten Island, N. Y., erected for the purpose by the International Products Corporation. Because of the high beef content in the product it is obligatory to produce it under the inspection of the Bureau of Animal Industry of the Department of Agriculture. The plans and specifications of the plant were approved by the Federal authorities and all the subject matter on the Torex tubes and cartons must have the approval of the same authorities before the product can be marketed. The standard inspection legend—"U. S. Inspected and Passed by Dept. of Agriculture Est. No. 41"—appears on the tubes and cartons. Shipping containers are of fibre board and contain twelve and twenty-four display cartons.

#### EQUIPMENT AND SUPPLIES

Tubes: Peerless Tube Co., Bloomfield, N. J.  
Cartons and displays: S. Kratz Co., Richmond, N. J.  
Tube filling machine: F. J. Stokes Machine Co., Philadelphia, Pa.

## Guiding the Young Salesman

Personal Salesmanship, by R. Simmat; published by Isaac Pitman & Sons, New York; 96 pages, price, \$1.50.

IT has been frequently said that a good salesman is born, not made, and this opinion is substantiated, to some extent at least, by the author's statement in the preface of the book in which he tells us that the efficient salesman has, during all of his career, been practising the principles outlined. The book is not a short cut to be tried by him who reads. It is a sincere attempt to expound certain fundamental principles of selling and a salesman's conduct, and while the subject matter may appear occasionally as somewhat primary—particularly to older heads—it will be realized that many of these points are overlooked by those who

otherwise sense the broader elements that effect salesmanship or come by them naturally.

As stated in the foreword, "The salesman who takes himself and his work seriously should by no means neglect to study himself closely as regards his abilities and aptitudes and especially his personality. He should measure his mental agility through reliable, standardized tests; he should measure his knowledge of words and the facility with which he uses them to express himself and, above all, he should measure his character traits and study the interaction of his own personality and those of others with whom he establishes contact."

The above, we believe, expresses the theme that is closely followed by the author in his presentation of the subject. The book is thoroughly readable and should be of real help to beginners.

D. E. A. C.

# Packages in the Spotlight



A silver box is used to package an assortment of guest powder puffs in pastel shades. Sold by Bubbles Soap Co. of New York. ¶A display container in gold printed in bright blue is used for Haddon Hall Petites. Made by Reynolds Metals Co. of Louisville, Ky. ¶A display container in blue and decorated with animals is used to contain the dark blue tin containers of Sykes Comfort powder. Used by the Bay Company, Bridgeport, Conn. ¶The "Revelation" package shown at center right is a new example of the visible package. Made by Milprint Products Corp. of Milwaukee, Wis. ¶Decorated note paper for children is packaged in a box decorated with Tony Sarg drawings in bright colors. Used by Eaton, Crane and Pike Co. of Pittsfield, Mass. ¶A large blue tube decorated in bright colors is packaged in a carton in the same colors. Used by Burma Vita Co. of Minneapolis, Minn. ¶The new boxes for Armand face powders are modern versions of the familiar package. Used by the Armand Co. of Des Moines, Iowa.



# The Plus Sale in Your Package

By ROBERT R. BROWN  
*Outserts, Inc.*

IT is a long merchandising road that has no "re-sale" turn. It is quite as long a road when, at the turn, your customer buys some other brand. And what of the road which may as well have had two or three "re-sale" turns instead of one? To carry the travelogue analogy one step farther, a road, literal or otherwise, without a turn is monotonous and monotony or sameness in any form is deadening. On the other hand, a road of many turns offers the potential factor of *variety* which is still the spice of life.

In other words, the key to the plus sale of any product along the merchandising route lies in its variety of use. If there's anyone who questions this fact whether in the food, pharmaceutical, paint or beverage fields, he serves the cause as the exception that proves the rule. The great majority of merchandisers have long since accepted the value of variety as theory and have turned their attention exclusively to the vital question of how best to induce it. In the solution of this problem lies the answer as to its practicability.

How best induce variety? To ask the same question negatively, how eliminate ruts? The primary answer to this question is basically economic and brings us back to the old academic theory of value being based upon factors of time and place utility. To translate this from the economist's to the merchant's language, that way to induce variety is best which gets in its work under the most favorable conditions as to the time for doing it and the place at which it is done. Coming down to cases, if Mrs. Jones has a package of prunes on her shelf to be served stewed for supper as a regular Thursday evening desert, when and where is it best to try to induce her to serve them in that delightful and unrecognizable form of prune-whip? Is it on the billboard along the road side as she drives by? That may be a good time but it is a bad place as it is impossible for her to cook them there and she is likely to forget before she gets home. Is it in the magazines when she sits down in her living-room at night? That is an improvement as to place since she is only a few steps from the kitchen but a bad time as she is weary of the day's cooking and wants to escape all thought of meals. Some would say that the recipe booklet in her kitchen drawer would solve the problem. It would with the following "ifs" as reservations: 1. If she thinks to look in the drawer. 2. If your booklet is in there when she looks. 3. If she picks yours out in preference to dozens of others. In view of the fact that it is humanly impossible to organize a pile of specialty recipe booklets into usable form, these "ifs" practically eliminate the value of recipe booklets.

AFTER all other means to induce variety have been reviewed point for point, by all odds the best time and place to induce Mrs. Jones to whip instead of stew those prunes is when she takes the package down from the shelf to prepare supper. Then if ever and then most likely, she will attempt the new dish as the time and place for inducing such a change is most opportune. She is in the kitchen getting supper, the old problem of varying the menu is up and the package in her hand is the timely vehicle to carry that message.

The next and final question is how best to induce action. On these rocks many ambitious package advertisers have met disaster. On first thought, all that would seem necessary is an itemized recipe on plain paper and ink. Even the label itself has been pressed into this service. But not so. Just because the time and place are most favorable, do not let reason and experience as to appeal fly out of the window. Although the conditions are right to do so, Mrs. Jones must still be induced to make the attempt. Here every means of inducing action known to the modern science of advertising as pertains to copy, illustration, layout, typography, paper and printing should be employed. With the accomplishment of a new use for your product so near at hand, don't rest your oars just too soon. A thorough study of the successful users of package advertising will show how this is done. Examine, for example, the set-up of the Knox gelatin package advertising and you will see in what form this medium will bring such results as causes them to say that they will give up every other form of advertising before their package insert.

Unfortunately the life of the usual package insert is hazardous as far as its use is concerned. Many inserts placed in the package never see the light of day while others which make a forced appearance when the package is opened, are placed carefully somewhere only to be forgotten. Discounting this waste however, the concentrated value of those used have not only justified itself, but proved of incomparable merit where intelligently applied.

So it is with foods as concerns the inducement to variety and as with foods so in principle with pharmaceutical, toilet requisites, beverages, etc. As regards Mrs. Jones, when she serves prune-whip to Mr. Jones and the children on Thursday, she hasn't served her stewed prunes at all that week which she is still likely to do some other evening to fill in. Two uses for your product instead of one have been created and, in reality, a new use is a new sale. Therein lies the plus factor in your package.



Photograph by E. H. Rehnquist

## The Package of the Month

THE above illustration shows the containers being used in merchandising a new line of olive oil.

The large gallon can is decorated in green and white with a Moorish arch motif in two shades of blue and pale pink. The reverse side of the can as shown at the left of the illustration bears a salad in natural colors and six recipes for the use of the product. The glass packages are sold in five sizes from 3 oz. to quarts and the tin package ranges from half-pints to gallons.

A report from T. R. Lockwood of the Lockwood Brackett Company as to the reason for selecting the present design reads as follows:

"The glass line is distinctively designed for drug store sale. It harmonizes perfectly with the balance of the Laco line, and placing the recipes on the back of the front label is not only a practical convenience, far ahead of booklets, laboriously and expensively distributed, but the psychological effect of finding the product so clear and transparent as to enable the user to read the recipes has a peculiarly good effect.

"Laco olive oil is a quality product sold only to the drug trade. The packaging of the line presented a problem of supplying the druggist metal containers of olive oil sufficiently refined and attractive to enable him to display the goods among his finest toilet articles and best-looking merchandise. It had become apparent that the druggist needed real assistance to enable him to merchandise the larger sizes of olive oil in competition with the grocer. Accordingly, with the fullest

cooperation from advertising counsel, much study was given to the detail of a design conforming to the rest of the line, which was selected as follows.

"We developed in turn some eight prospective layouts, each having its reasons for existence and its enthusiastic sponsors. Dressing a separate package for each of the different designs, we procured an exceptionally well fitted woman, trained in the subject, and ran a voting contest, selecting stores in various cities of varying tastes and including different communities in such cities. We arranged to have this woman display the various designed lines on a table. We then supplied a form of ballot to be filled in by the store's customers and proceeded to learn the order of choice as to the appeal of the designs, adding questions, the answers to which were of great value to us. Voters were presented with samples and evidently were only too glad to express themselves and unknowingly supply valuable hints. The digest of the returns enabled us to select a given design as of proven popularity. The Moorish arch motif is based on Spanish originals. This company is one of the pioneer importers of olive oil direct from Spain.

"In the past, considerable effort and expense have been devoted to supplying booklets and printed matter containing recipes, the use of which enables the housewife to more quickly consume the contents of the package. On this new package an attractive salad is pictured in color and six recipes are neatly presented on the pack-





Photograph by E. H. Reinquist

*The design of the new packages is similar to that used on other products*

age for the convenience of the housewife in the place and at the moment most needed. In addition to the above, one of the side panels of the tin carries sales points and reminders related to the food value of the product and the other side panel carries sales suggestions regarding medicinal uses, etc. All of these ideas have been employed without detracting from the artistic perfection of the design and package itself.

"These points are of great value to the retailer distributing the product. The appearance and sales ingenuity of this new container has increased sales to a large extent and resulted in greatly increased display of the product. We consider the production of such a quality package containing a product of known reliability to be most important advertising at lowest possible cost."

## Domestic Coal Now Packaged

COAL mine operators, retail coal merchants and box manufacturers have been watching with interest a new product known as "Boxkol," recently placed on the Southwestern market. It appears to be the first successful attempt to load coal in cartons at the mines and ship the coal direct to the retailer ready to resell to the ultimate user.

This new product consists of 90 lbs. of hand picked and mechanically cleaned nut (coal passing through a screen with holes not exceeding  $2\frac{1}{2}$  in. in diameter) packed in an especially designed and patented carton, and sealed with a steel strap. The box, in addition to the tested specifications upon which it is built, has a special feature known as the "Scuttlebox" which permits

the user to cut and fold one corner of the box and use it as a coal scuttle for emptying the coal. The steel strap may also be used as a handle.

In many sections where the tendency is to buy only a small quantity of coal this packaged product is meeting with instant approval of both dealer and consumer. The dealer is able to serve his "jitney" and "cash and carry" trade with a standardized quantity of coal, and as he does not have the usual loss in transit and waste from handling, can do so at a profit.

Boxkol was first placed on the market by the McAlester-Edwards Coal Company of Pittsburgh, Oklahoma, in April, 1930, and was heartily greeted by the trade. In less than three months this company had shipped five cars of Boxkol and booked orders for more than forty cars for shipment in Kansas, Oklahoma and Texas this fall. In communities where it has been placed on sale the consumers have bought this coal despite summer weather, and reports from retailers show a lively repeat sale.

"At first we thought the sale of such small quantities of coal would be confined to our immediate territory," said Jack J. Drew, sales manager of the company, "but Boxkol is so popular it appears to be the coming way to sell coal and we have decided to nationalize the idea. We are working out a national advertising campaign and a license plan for other coal producers in various sections to prepare Boxkol in our patented cartons and use our trade mark on a royalty basis. Our plan is similar to Ethyl gasoline for refiners, whereby the producer and his retailers benefit from national advertising at a fraction of the cost."



*This box combines a shipping case with convenience to the consumer of the contained coal. A special feature, as shown, enables the user to cut and fold one corner, using the box, with the steel strap for a handle, as a coal scuttle*

# Wrappings for Confectionery

Examples in Which Transparent, Semi-transparent, Greaseproof and Foil Papers Are Applied to Various Types of Candy Are Detailed

By E. T. ELLIS

NONE of the eight examples described and illustrated in this article are paper wrappings for the covering of confectionery boxes, packets, or cartons as a fairly representative selection of these was given in the previous instalment.<sup>1</sup> Several, however, are outer paper wrappings and under these are inner ones of different material, though mostly of foil.

Packing men should not conclude that the folding arrangements of the inner wrappings are the same as those of the outer or exterior papers, for although these are adjacent it is frequently found that other ways of folding are more desirable for the second wrapping, especially if this is not sealed or gummed down. Detailed reference will be made in future articles to actual inner wrappings.

Semi-transparent paper wrappings are greatly in favor for use as outer papers where combined paper and foil wrappings are demanded. One of these is shown in Fig. 1. The area of the top of the wrapped specimen in the whole sheet is lettered A, but owing to its shape the area of the base is made up of A, D, B, E and C. In other words the base is much larger than the top, and when wrapping has been done D and E form the sides while B and C form the ends of the paper-wrapped chocolate square. Actually, in turning over the outer paper to fold this on to the base we find that this last is in three parts, namely, G, F, and H, G being the base overlap, i. e., H is applied to G and not to G plus F. The strips J and K make up the base underlaps. With regard to folds, the paper must be turned over along the lines L2L, M2M, N2N, R2R, S2S, T2T, ST, 2S2T, NS, R2S, T2N and 2T2R. The number of degrees varies greatly owing to the difference in size of the top and base of this approximately square slab.

Referring to the separate drawing of the base underlap, I have partly opened out one of these so that readers can follow the folding more closely. First of all turns are made from L to J and 2L to J, and similarly from M to K and 2M to K, following which the new corners are each turned in to form the triangles C and D of the separate sketch, leaving the rectangle B without any triangular overlap. The larger four-sided figure C, B, D is then turned right under A along the line E2E, but the underlap is not sealed down as the wrapped specimen is then slipped into a paperboard carton.

Dimensions of this type of paper wrapping are as

<sup>1</sup> See April, July, October and December, 1929, and February, April and June, 1930, for earlier instalments of this article.

follows: Total length of whole sheet,  $8\frac{3}{4}$  in.; total width,  $6\frac{1}{2}$  in., i. e., the sheet does not form a perfect square; width of base underlap, 1 in.; total thickness of wrapped specimen,  $\frac{1}{2}$  in.; total weight of transparent paper wrapping, slightly under  $\frac{1}{4}$  of an ounce.

FIG. 2 shows a foil wrapping for a nearly square slab of chocolate cream in which an outer wrapper of transparent paper is not employed, the foil-wrapped specimen being merely slipped into a paperboard packet. Here A is the top of the wrapped specimen. Its base is much larger, being made up of A, 2F, C, 2G and D. In folding the whole sheet, however, B is turned on to the top A and so is E, instead of being turned under on to the base, so that C becomes the back of the wrapped specimen, D the front, and 2F and 2G the sloping ends, the complete ends being made up of F, 2F and G, 2G in their simplest form. A comparatively narrow overlap in the direction of F, 2F, A, 2G and G is allowed for after E has been applied to B, or vice versa. Folds which vary considerably in the number of degrees they contain are made along the lines P2P, Q2Q, M2M, N2N, H2H, MN, 2M2N and J2J.

Having folded across the top we are still left with open ends and these are turned under on to the base, making a prominent underlap as shown in the separate sketch. D and E are first folded and then the whole of the four-sided figure D, B, E, C is turned bodily on to A. The underlap at the other end is made on a similar plan.

Actual dimensions of this type of paper wrapping are as follows: Total length of whole sheet,  $5\frac{1}{4}$  in.; total width,  $3\frac{1}{2}$  in.; thickness of wrapped specimen,  $\frac{5}{8}$  in.; total weight, under  $\frac{1}{4}$  of an ounce.

EVERY individual chocolate cigar sold by confectioners should be provided with a paper ring or band, and two of these which are proving popular at the present time are sketched in the next two diagrams.

Packing men sometimes tell me that they cannot sell paper cigar rings or bands to the confectionery trade unless they print them. Fig. 3 is an unprinted example containing no wording whatever, but it carries a printed design which is simple enough to attract even the smallest packing firm. The various parts of this chocolate cigar ring are made up of a special printing area A forming part of the top, the whole of which consists of A, plus 2A, an exposed portion of the base B, a concealed portion of the base C and a base overlap D. Either to C or D

adhesive is applied, whichever is preferred, and folds of a prominent character made along the lines E2E, F2F as the lower edges of the chocolate cigar are quite sharp and unusually well defined. These rings or bands can be made cheaply in quantity and not less than ten thousand should be quoted on at any one time.

Dimensions of this type of paper wrapping are as follows: Total length of band,  $2\frac{1}{2}$  in.; maximum depth of band,  $\frac{3}{4}$  in.; minimum depth of band,  $\frac{1}{4}$  in.; width of overlap,  $\frac{3}{8}$  in.; maximum thickness of wrapped specimen,  $\frac{1}{4}$  in.; weight of band, well under  $\frac{1}{4}$  of an ounce.

A printed type of cigar ring or band for the confectionery trade is shown in Fig. 4. The main band again consists of A but may include a special tinting area toward its center, containing print in the direction of the arrow. The exposed portion of the base is lettered C, D is the base underlap and B is the strip which conceals this by adhering thereto. Glue is applied either to the under surface of B or to the upper surface of D. Promi-

same size that A may be said to represent each. In the wrapped specimen, however, A is the printed top of the wrapped slab, B is the back, C is the front, F is one end and G is the other, while the base is made up of D, 2D, and E, 2E, D being applied to 2E and concealing same, being held thereto by a small quantity of sealing wax. The ends in their simplest form consists of the strips H and J but actually in the folded specimen consist of H plus F and J plus G.

Fold lines are required along K2K, L2L, M2M, N2N, P2P, Q2Q, R2R and S2S. Printing is required on the outer surface of C and D, in addition to being ordered in two directions on A, but only a moderate amount of printing is required to be placed on these portions, the same applying to B.

The base underlaps are interesting, and one of these is shown opened out. The paper is first folded to make the triangle FH2F. On to this the triangle 2GG2H is then made, A being the overlap of the two and D being left without extra thickness of paper. The whole of the

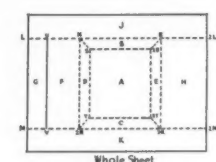


Fig. 1 Outer Semi-Transparent Paper Wrapping For Square Slab of Almond Chocolate (Half Size)

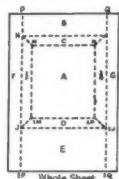


Fig. 2 Foil Wrapping For Chocolate Cream Squares (Half Size)

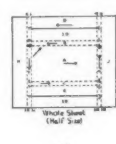


Fig. 3 Unprinted Chocolate Cigar Ring or Band With Illustration Area (Actual Size)



Fig. 4 Printed Chocolate Cigar Band (Actual Size)



Fig. 5 Outer Paper Packing For Thin Flat Slab of Milk Chocolate

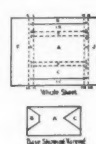


Fig. 6 Inner Transparent Confectionery Paper Wrap For Six Bars Chocolate (Six Bars)

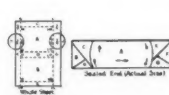


Fig. 7 Outer Paper Packing For Thin Flat Slab of Milk Chocolate

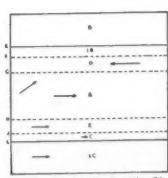


Fig. 8 Printed Chocolate Cigar Band (Actual Size)

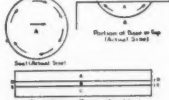


Fig. 9 Inner Transparent Confectionery Paper Wrap For Six Bars Chocolate (Six Bars)

nent folds must be made along the lines E2E and F2F on account of the well-defined edges which terminate the base of this type of sweetmeat. In addition to printing on the outer surface of A, wording may be required from B to A and from C to D in the direction of the arrows crossing the lines E2E and GH. Comparatively thin whitish paper is quite suitable for this model but it must be strong enough to bear an embossed design as this is frequently ordered.

Dimensions of this type of paper wrapping are as follows: Total length of band, 2 in.; maximum width,  $\frac{5}{8}$  in.; minimum width,  $\frac{3}{8}$  in.; maximum thickness of wrapped specimen,  $\frac{3}{8}$  in.; total weight of band, well under  $\frac{1}{4}$  of an ounce.

Fig. 5 illustrates another type of outer paper packing used as a concealing agent for foil-wrapped slabs of milk chocolate. The inner wrapping in this instance is folded in an entirely different fashion, and may deserve separate study at a later date.

Confining our attention to the outer one, and taking the whole sheet first, the top and base are so nearly the

four-sided figure HF2G2HH is then turned bodily under and on to the base, along the line H2H, and is attached thereto by glue or sealing wax. This folding is so arranged that the lines F2F and 2GG are completely concealed, i. e., we turn the base underlap toward us instead of away from us and thereby leave exposed one continuous outer surface only.

Dimensions of this type of paper wrapping are as follows: Total length of sheet,  $7\frac{1}{4}$  in.; total width,  $6\frac{1}{4}$  in., i. e., the sheet does not form a perfect square; width of base overlap,  $\frac{3}{8}$  in.; depth of base underlap, 1 in.; thickness of wrapped specimen,  $\frac{1}{4}$  in.; total weight of sheet only, under  $\frac{1}{4}$  of an ounce.

CONFECTIONERY wrapping papers are now required to take large slabs comprising no less than six bars of nut chocolate. One of these is sketched in Fig. 6 and deserves careful study by packing men as it presents several interesting features.

The top and base are so nearly the same size that A may be taken to represent both, though actually the



folds along R2R in the case of the base are rather less than right angles, and similarly those along R2R when this line represents the top edge are rather more than full right angles. In the wrapped specimen, however, A should be taken to represent the top, D being the back, E the front, and F and G one end, while H and J forms the other. The base is then a compound one being made up of B, 2B, C and 2C, B overlapping and completely concealing 2C.

This inner transparent greaseproof paper wrapping is specially interesting on account of the fact that it has been found an efficient substitute for foil and is sufficiently non-opaque for the printing on the bars of the chocolate to be seen through it. Hence no actual wording on the paper wrapping itself is demanded. Folds are made along the lines K2K, L2L, M2M, N2N, Q2Q, R2R, S2S and T2T and other folds not shown in the sketch of the whole sheet are necessary in order to make up the two distinct underlaps of the base shown in the separate sketch. Detailed comment concerning these is hardly necessary, it being sufficient to say that in one instance the paper is folded at the right hand end to make a definite triangle C and in the case of the left hand end it is folded to make the four-sided figure B. These two are then turned on to the base A but not sealed thereto. In some instances variation of base underlaps is accidental but in this case the difference is so pronounced that it cannot be ignored.

Dimensions of this type of paper wrapping are as follows: Total length of whole sheet,  $12\frac{1}{4}$  in.; total width,  $9\frac{1}{4}$  in., i. e., a rectangular sheet is preferred to a square one; width of base overlap, 1 in.; width of end underlaps,  $2\frac{1}{2}$  in. in the case of C, and  $1\frac{1}{2}$  in. in the case of B; total thickness of wrapped specimen,  $\frac{3}{8}$  in.; total weight of sheet, under  $\frac{1}{4}$  of an ounce.

**FIG. 7** illustrates a simple but interesting type of open ended gum-sealed paper band used as an outer for large foil-wrapped milk chocolate slabs. In this instance A is the top, E is the front, D is the back and the compound base is made up of B, 2B, C and 2C. An unusually large base overlap is provided in this instance to add strength to the example, this consisting of B plus 2C—in other words B is applied to 2C, adhering to its under surface and completely concealing it.

Bold printing is a characteristic feature of this example, and most of it is required on the outer surface of A, wording in two directions as indicated by the pair of arrows usually being ordered. Single lines of print are usually sufficient on the outer surface of D and E while rather more may be wanted on the outer surface of 2C. Folds must be arranged for along the lines F2F, G2G, H2H, and J2J, those along F2F and J2J being rather less than full right angles and those along G2G and H2H being more than full right angles.

Dimensions of this type of paper wrapping are as follows: Total length of band and total width thereof,  $5\frac{1}{2}$  in., i. e., in this instance, a square sheet; depth of base overlap,  $1\frac{1}{8}$  in.; thickness of wrapped specimen,  $\frac{3}{8}$  in.; total weight of sheet, under  $\frac{1}{4}$  of an ounce.

**FIG. 8** illustrates an interesting transparent paper wrapping which, after gumming and the attachment of seals, is made up into a paper packet for holding various types of cream wafer sandwich biscuits. Taking the entire sheet first, D is its back, C and E together form the front, one overlapping the other in the manner which will be described later. The top consists of B and the base of A, 2A, 3A. One end consists of F, 2F, 3F and the other of G, 2G, 3G while H, 2F, 2A forms one paper seal and 3A, 2G J forms the other. Folds which in this instance are strictly right angle in character are required along the lines K2K, L2L, M2M, N2N, P2P and Q2Q.

Referring to the seals, one of which is sketched out as the other is the same, these carry print in the directions of the arrows on the outer surface only. Each seal is heavily covered with adhesive on its under surface.

Continuing and examining the front of this paper packet we find that it carries an overlap instead of an overlap on the top or base as is usual. The entire front consists of A, B, C but when C is applied to E of the whole sheet, a narrow center overlap strip B is produced, as shown in this sketch, and the two are held firmly together by means of adhesive.

A small portion of each paper seal is glued on to the base and top alike near one edge, as shown in the separate sketch, A being the attached portion of the seal and A plus B the base or top. This enables printing in two directions, one to the right and one to the left of A to be clearly read, but does not seriously interfere with the examination of the biscuits in the wrapped packet.

The sealed end deserves a word or two of comment. The folds B, D, and F and G are first made in the transparent paper used, and on to these C, plus E and the continuation of C or E under A are turned and in some instances held by means of adhesive. That portion of the paper seal lettered 2F or conversely lettered 2G in the whole sheet is then glued on and the exposed portions are sealed down on to the base or top as shown at A in the drawing of these. Printing can thereby be read quite easily on the ends and on the top and base, while the use of these seals renders pilfering absolutely impossible without detection.

Packing men should specially note that the paper seals used for the ends of this example are of opaque paper, and may be demanded in two or more colors on their outer surface. Other types of seals for the ends are also in use in the wafer biscuit packing branch of the confectionery industry.

Dimensions of this type of paper wrapping are as follows: Total length of whole sheet, 9 in.; total width,  $6\frac{1}{4}$  in., i. e., a rectangle is preferred to a square sheet; width of front overlap,  $\frac{3}{16}$  in. only; diameter of seal,  $2\frac{1}{4}$  in.; thickness of wrapped specimens, or rather depth of edge as a number of wafers are packed together in this sheet,  $\frac{3}{4}$  in.; total weight of sheet and seals together, under  $\frac{1}{4}$  of an ounce.

Readers are asked to note that occasionally confectionery packings are patented or otherwise protected. In all cases, therefore, before proceeding with the production of the types described and others, the usual inquiries should be made through patent agents.—EDITOR.

# Packaging a Cosmetic Ensemble



**B**ONCILLA, Incorporated, of Indianapolis, advertises its new Mark 2 line as "the most beautifully packaged line of toilet requisites in America," and in so doing clearly indicates its belief that beautiful packages are important factors in merchandising cosmetics. For thirteen years this company has manufactured a clasmic pack and other beauty aids which have enjoyed a large volume of sales. These products were packaged in containers decorated in the manner which at that time was considered the ultimate in package decoration. A dark background was used for the labels, caps and boxes and the design motif consisted of brilliantly colored birds and flowers. This style was considered at that time to be the perfect type of decoration for products intended to appeal to a feminine market. With the introduction of the Mark 2 line the Boncilla line became a complete ensemble of all the toiletries needed to rejuvenate, embellish and beautify the skin and it became necessary to obtain distinctive packages. This company has spent three years in seeking a design conforming to its conception of a distinctive, beautiful and practical package.

Many designs were submitted to them by several schools of design and by various free lance artists, but none were distinctive enough to justify their acceptance. Finally Colin D. Barrett, formerly a designer for Tiffany's, and R. L. McKnight, production manager of Scovill

Manufacturing Co., were engaged to perfect and develop on a practical manufacturing basis a new and distinctive package suitable for this particular line of products.

The above illustration shows one of the display stands issued to retailers who purchase this line. It is developed in silver and onyx and forms a perfect background for the containers. Another display consists of a charming silver figure about twelve inches high mounted on a base which holds three of the round containers. The out-stretched arms of the figure hold a round tray upon which another container is placed. The container for the clasmic pack is a polished metal top over a porcelain base. The various cold creams and the face powder are in packages with enameled metal tops in a deep soft green. The liquid products—cremetone and astringent—are bottled in attractive glass containers with deep polished metal tops. Even the rouge and lipstick are packaged in green and metal containers making the ensemble complete.

An additional touch that greatly enhances the appearance of this line of cosmetics is the use of set-up boxes developed in a deep cream tone and printed in green. These outside containers add a dignified note to the ensemble as well as assuring protection for the inner packages.

A most attractive folder bound in green and silver and showing the displays and the packages in color has been prepared by this company for distribution to the trade.





## TO PLEASE THE LADIES

The menu manager in nearly every household is a woman . . . hence when it comes to packaging food-stuffs—please the ladies! Not only through her love of color and design, but to please her after the package reaches the home . . . compact, inviting—immaculate.

Sutherland cartons are famous for their attractiveness and desirable presentation. Meats, lard and butter . . . all difficult problems for the packer are given special consideration at our plants. Let us help you create that urge in the ultimate consumer to buy and rebuy.

*Nationally Known  
Nationally Used*

# SUTHERLAND CARTONS

SUTHERLAND PAPER CO. KALAMAZOO, MICHIGAN



The original packages and display case used when the Boncilla treatment was introduced thirteen years ago were decorated with flowers and birds, the type of package decoration used at that time to appeal to a feminine market

### A Spray Package

THE accompanying illustration shows a bellows box which is used by Allaire, Woodward & Company, Peoria, Ill., in the distribution of El Vampiro insect powder. While this package has been on the market for several years, certain improvements in the labeling of the box have since been effected.

When this package was first placed on the market it was necessary to label it by hand, that is, a label was placed on the top and bottom of the box and a strip label was also placed around the edges of the box. After several experiments it was found possible to develop a box on which the label was printed, as shown by the illustration. This, of course, eliminated considerable labor in the factory as it did away with the two distinct operations of placing two labels on the package.

In addition to the ten-cent size package which contains  $\frac{5}{12}$  oz. of El Vampiro powder, the company also puts up a twenty-five cent package which contains  $2\frac{1}{4}$  oz. The package is the same style and shape as the ten-cent size. This package is manufactured by W. C. Richie and Company and is patented.



Top and reverse side of the El Vampiro package which functions as a spray for the contained insect powder

### The Package as an Aid to the Sportsman

A new package for Winchester Lacquered Leader shells was introduced recently by the Winchester Repeating Arms Company, New Haven, Conn., and all Leader shells sold to the domestic trade are now packed in this new unit box of ten instead of in the old traditional 25 to the box.

The reasons for this change in the package as given by the manufacturer are that the package should increase sales because it is handier and more convenient for the user in that it enables him to carry a larger variety of loads for the different types of shooting which he may encounter on a trip, thus encouraging him to buy more frequently. This flexibility is not so easy to attain with boxes of 25 which are so bulky that a man would necessarily have to be satisfied with only one or two types of loads. This also has a tendency to lessen the cost to the hunter since he can purchase



Hunters find that this box containing ten shells is handy. The convenience of the dealer is also served

exactly what he needs instead of paying for shells which perhaps he will not use. The box is very simple in construction and the top is not sealed down which makes the shells easily accessible. It is small enough so that it is easily slipped into the pocket.

Thus, to the consumer, the lesser cost and the convenience in handling are the two factors which make this method of packaging advantageous.

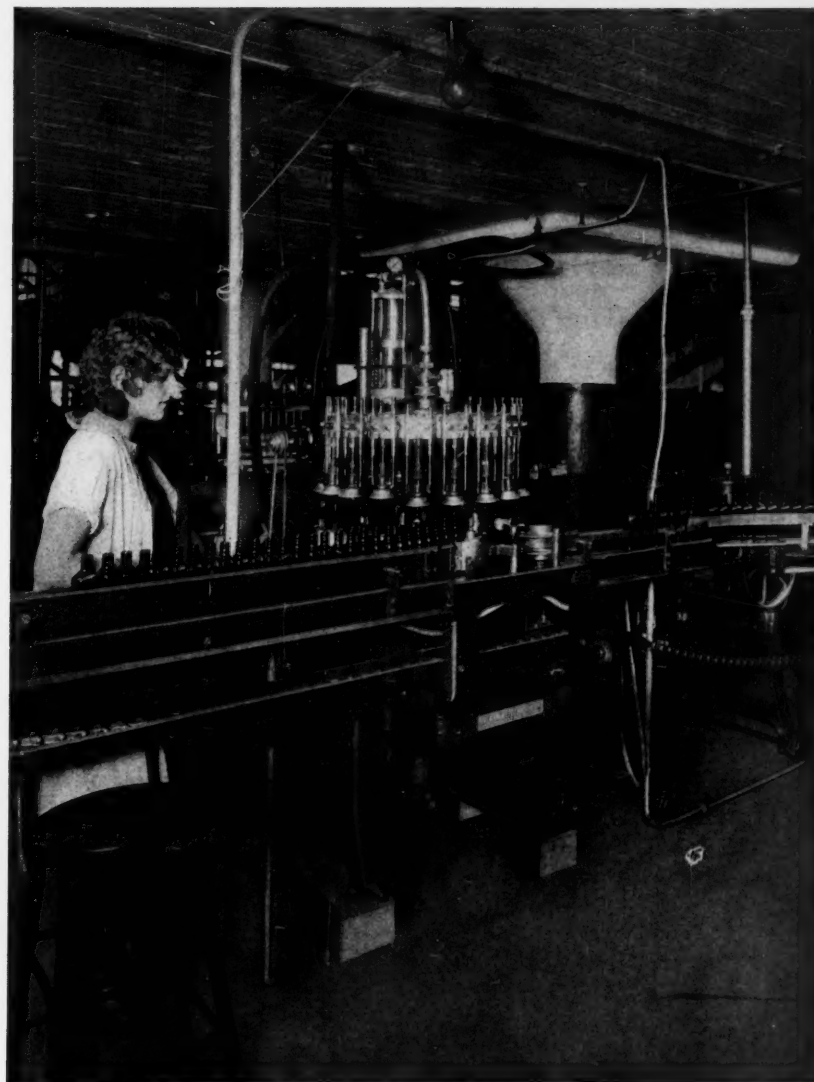
The dealer also benefits from this unit packaging of ten shells to the box. In the past it has sometimes been necessary to break the box of 25 for the customer who desired perhaps six or ten shells. Now it is usually possible to sell the convenient box of ten to the man who may ask for six shells. These packages lend themselves admirably to display purposes and on account of their convenient size and shape are well adapted to shipping and stocking on the dealer's shelves. Each box is clearly labeled as to contents and the size of the shells so that there is no waste time and effort in dispensing the packages to the customer.

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COURSE !

ONLY  
KIEFER

## FILLERS AT McKESSON & ROBBINS



Filling of the many liquid products packaged at the McKesson & Robbins' Bridgeport plant is done by Kiefer Equipment, designed and installed by Kiefer engineers. The illustration shows one of the four Kiefer 18-stem Automatic Rotary Vacuum Filling Machines.

Where requirements are most rigid, as in the filling of expensive pharmaceuticals, there you will find Kiefer installations doing a daily round of speedy, accurate and economical work.

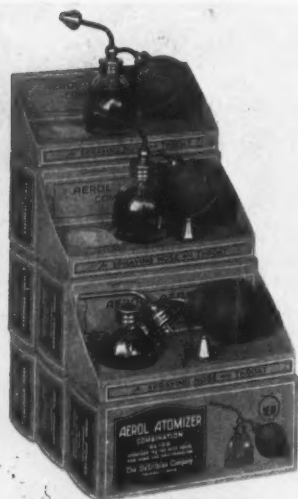
A Kiefer installation in your plant will likewise save money . . . for you. Invite a Kiefer engineer to analyze your filling problems. Write today.

**THE KARL KIEFER MACHINE CO.**  
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London Office: C. S. duMont, Windsor House, Victoria St., London, S. W. 1, England

## Packaging for the Hay Feverite

THE De Vilbiss Manufacturing Company of Toledo, Ohio, manufacturers of medicinal and perfume atomizers, recently announced a new combination package containing an atomizer and a bottle of "Aerol," a vaporizer for hay fever and head colds. In the accom-



*A "combination" package which, singly or in a group, forms its own display container*

panying illustration a group of the containers is shown as a display. As may be seen, this grouping permits the dealer to show the combination in its various forms of assembly.

Logically, this item should have appeared in the August issue of MODERN PACKAGING in order to coincide with the opening of the "sneeze" season which officially begins on August 15. However, it is believed that the package as well as its contents will continue to be of interest to hay fever sufferers and other readers.—EDITOR.

THE British manufacturer, according to the Department of Commerce, generally packs his cigarettes in tins of 50; these tins are sealed in a vacuum provided with an easy contrivance for opening. It is absolutely essential that cigarettes intended for sale on the Indian market be so packed, as the climatic conditions prevailing in India cause cigarettes and tobacco to deteriorate unless they be packed to withstand the high percentage of humidity which prevails during a large portion of the year. Since practically all of the tobacco used in the manufacture of English cigarettes of the Virginia type is produced in the United States, it is reasonable to suppose that American manufacturers could produce a similar cigarette of American tobacco as cheaply as the British manufacturer, especially as the British manufacturer is required to pay the same customs tariff in India as the manufacturer of other countries.

## Colored Tumblers on Display

IN the wake of the urge for color in the bathroom has followed a market for certain prerequisites of such that can be utilized for other purposes. Thus we find that colored tumblers, less fragile than glass and non-inflammable, are in demand for dining room and bridge table use as well as for picnics and such occasions.

Shown on the front cover of this issue is a reproduction in color of a display which features a selection of these tumblers. As may be seen, the gay colors of themselves are sufficient by themselves to attract attention when displayed, so that the selection of a suitable display container which would furnish an harmonious background, assemble the goods in a convenient arrangement and at the same time convey a dignified sales message is a particularly effective one. The display container in this instance is of the so-called "skyscraper" type which permits a maximum showing, in two tiers, of the tumblers. The design is simple, in three colors which blend harmoniously with the shades of the tumblers.

The accompanying illustration shows a bridge set, also in "beetleware," consisting of four tumblers and coasters to match, displayed in a flat type container.



*Showing simplicity in design and coloring, this display furnishes a dignified and fitting background for colorful tumblers and coasters*

Here the decoration is similar to the display already mentioned. The cover of this box when lifted up, folded over, and the bottom flap inserted behind a semi-circular tab back of the merchandise forms a display panel.

The tumblers and coasters are manufactured by the Beetleware Corporation, a subsidiary of the American Cyanamid Corporation, and both of the containers shown are made by the Einson-Freeman Co., Inc.



PEERLESS TUBES ARE NOW SELLING TOREX  
AND WILL CREATE  
A MARKET FOR  
YOUR PRODUCT  
TOO!



Sanitary packaging does  
packaging. Pack in  
Here is one product  
learning that foodstuffs  
being economical and  
leader of a great movement, has chosen Peerless not only because of the high sales value  
of Peerless lithography but further because continued use of depends upon tubes  
which will preserve and outlast their contents.

The International Products Corporation consulted Peerless for perfect tubes of rigid speci-  
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not necessarily mean clumsy  
tubes, conveniently and sanitarly.  
that proves that housewives are  
in tubes are **sanitary** besides  
convenient to use.

INTERNATIONAL PRODUCTS CORPORATION  
NEW YORK, N. Y.



## TAKE THE BUSTLES OFF YOUR PACKAGE



A 1930 PRODUCT IN AN 1890 PACKAGE IS AS OUT OF PLACE AS A SUB-DEB IN A HOOP SKIRT. YOUR PACKAGE, YOUR LAST CHANCE TO ADVERTISE, MUST HAVE EVEN GREATER SALES APPEAL THAN THE ARTICLE ITSELF.

PACKAGES DESIGNED BY A FIRM DEVOTING ITSELF EXCLUSIVELY TO THE CREATION OF BEAUTIFUL—AND SELF-SELLING—CONTAINERS, HAVE A SALES-COMPELLING ATTRACTIVENESS WHICH COMES ONLY AS A REWARD OF YEARS OF SPECIALIZATION IN PACKAGE DESIGN.

SPECIALISTS IN PACKAGE CREATION

**PACKAGE DESIGN CORPORATION**

8 MURRAY STREET

NEW YORK, N. Y.

  
PAUL RESSINGER - DESIGNER  
*Six North Michigan Avenue  
Chicago*

August 7 1930

Modern Packaging,  
New York City.

Gentlemen:

Thank you for sending us the July issue of your publication.

We feel that you might like to have our opinion of the physical appearance of the magazine, as it is definitely of a complimentary character.

It is a pleasure to see a publication styled in the manner of the present time, particularly one which is so intimately concerned with packaging appeal. Your magazine seems to reflect quite accurately the spirit we are all working toward - the twentieth century attitude.

Being successful in this interpretation of modern needs is perhaps more essential in the field of packaging than anywhere else, for the package is taken into the home and kept there - a space-ad that is bound to be seen until the product in the package is used up. No other advertising has the advantage of this home life.

Yours very truly,

*Paul Ressinger*  
Paul M. Ressinger

PMR/RAA

*We agree with you, Mr. Ressinger... have for the last three years... And that's why on our birthday..... we find we have more subscribers than ever. And more coming in daily. It seems that the much-maligned public likes good things. Here's to the public..... God bless 'em.*

MODERN PACKAGING

11 Park Place. New York City

## Novel House Number Package

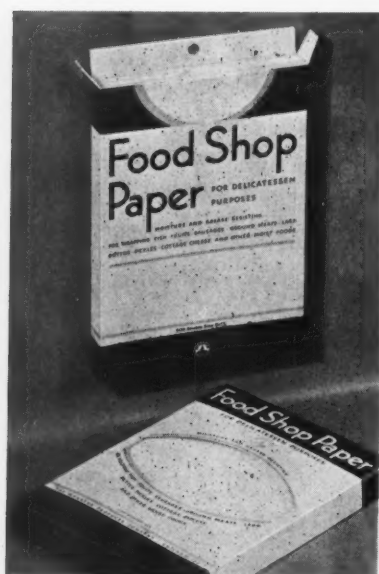
IN keeping with its policy of constantly modernizing products and packages, the Aluminum Goods Manufacturing Co., Manitowoc, Wis., has announced a modernistic house number package new in design and color



Display container which shows samples of packaged product

to merchandise its new modernistic house numbers which are made of heavy aluminum.

The feature of the package, as shown in the accompanying illustration, is the colorful display back which, when the package is open, can be set up and used to display two of the actual aluminum numbers which are attached with split fasteners. The colors of red, green and black offer a striking contrast with the aluminum numbers. A printed black outline on the display card behind the numerals makes them stand out prominently.



Left: A package for individual sheets of waxed paper. This can be hung on the wall or laid on the table and the sheets removed as needed. Right: A roll package which carries a similar design and color scheme. From this, waxed paper is taken from the roll in required lengths



The cover of the package, when closed, is similar in design to the display back and suggests to the dealer the use of the inside counter display. An extremely bold, but modernistic style of lettering is used to suggest the thickness and quality of the numbers. A series of color-

ful half circles and diamonds form the border design and each corner of the package has a modernistic panel design with colors sloping out to each side.

The package contains numerals from 0 to 9 inclusive, packed one dozen each in small containers and one wide compartment holds the brads which are used for attaching the numbers.

## Usable Packages for Food Shop Paper

FOOD Shop Paper, attractively packaged, has made its appearance in a package of striking modern design in bright colors. The Menasha Products Co., Chicago, in merchandising this paper, conceived the idea that brand identity and an attractive container are as important in merchandising value to waxed paper for wrapping foods as to any other article which seeks its customers through the important salesman, the attractive package.

The Food Shop Paper package is useful as well as attractive and has the added advantage of being clean and sanitary in that the paper is under cover and away from dust until the last sheet is used. The package can be hung on the wall by means of stout eyelets.

Sanitary wrapping of food is one of the best advertisements for a delicatessen shop and this package is so decorative that no dealer will hesitate to place it in full view of his customers to further their esteem for the cleanliness of the establishment. The colors are striking—black and orange on a white background—and the type face has a high degree of legibility, keeping the trade name of the paper constantly before the dealer.

The same design has been carried out on the Pony

roll and labels similar to the Food Shop box are used for kraft-wrapped packages in which delicatessen papers are sold in bulk. A miniature envelope which is used for sending out samples and displayed by the jobber salesmen bears the same family resemblance.



# PACKED IN AN ADVERTISEMENT

Ever think of your package that way? Your package today is part of your advertising and sales program. It must bid for attention on the shelf . . . it can urge or discourage purchase of your product. You can't meet 1930 competition with an 1890 package. May we show you what Heekin Lithography can do for your product? The Heekin Can Co., Cincinnati, O.



## HEEKIN CANS

## Washington Correspondence

### Further Standardization of Grocers' Bags

**A**N important step in the paper bag industry was taken in 1925, when the industry, in cooperation with the Bureau of Standards and the national associations representing wholesale paper dealers and grocers, retail grocers, chain stores and bag machine manufacturers adopted standard sizes for grocers' bags. The "SS" stamp has since become universally recognized and buyers demand standard size bags.

The paper bag industry has again taken another forward step. Manufacturers representing over 80 per cent of the industry have agreed to standardize the basis weights of paper used in making grocers' bags. These standards are as follows:

1/4 to 2 lb.-27 lb.	Basis 24 x 36-480
3 and 4 lb.-30 lb.	Basis 24 x 36-480
5 to 8 lb.-33 lb.	Basis 24 x 36-480
10 to 12 lb.-35 lb.	Basis 24 x 36-480
14 to 25 lb.-39 lb.	Basis 24 x 36-480

In the opinion of all concerned, these basis weights represent the best normal for average use. Heavier bags may be necessary in some cases, but for ordinary retail store use these weights are correct and are the results of many years of experience on the part of manufacturers, jobbers and consumers.

The cooperation of the Bureau of Standards, together with the national associations has been secured, and standard bags may be stamped "SSW" (Standard Size and Standard Weight) when the work of revision of Simplified Trade Practice Recommendation No. 42 shall have been completed by the Bureau of Standards. Meanwhile, the majority of the grocery bag manufacturers are using the standard basis weights of paper in their bags and the buyer of bags has, for the first time, an accurate means of comparison of values. The former base list prices of bags have been revised and a new list has been issued. The revised list will enable the industry to escape from the cumbersome discounts now prevailing.

**T**HE Mapes bill (H. R. 730) which provides new labeling requirements on lower grades of canned foods has become law. It amends the general Federal food laws by authorizing the Secretary of Agriculture, in the interest of the consuming public, to require distinctive and informative labeling of canned foods "of grades below certain established minimum requirements." He is to determine and promulgate from time to time a reasonable standard for each class of canned food as will, in just judgment, promote honesty and fair dealing in the interest of the consumer; to modify such standards from time to time in the interest of the consumer, and to prescribe the form of statement to be placed on each package of canned food which falls below the standard. The Secretary of Agriculture is required to specify the dates on which the standards shall be effective or the prescribed

statements must be used and to give not less than 90 days advance notice of such dates.

The bill stipulates that it is not to be construed as authorizing manufacture, sale, shipment, or transportation of adulterated or misbranded foods.

**S**IMPLIFIED practice applied to containers has the following advantages, according to a recent statement of the Division of Simplified Practice of the Department of Commerce:

1. To the container manufacturer—Longer runs with less interruptions to readjust machinery for different sizes of packages, bottles, molds, etc., as well as reduction of inventories of finished product.

2. To the packer—Same advantages in production of packaged products plus reduction of cost of standard containers by relieving the buyer of standard goods of helping to pay for the increased cost of producing "specials," and greater promptness in having his container requirements supplied.

3. To the distributor, wholesaler or retailer—A more complete line with small inventory or concentration of production on investment, ease of stocking and handling, reduced storage space, simplified lines.

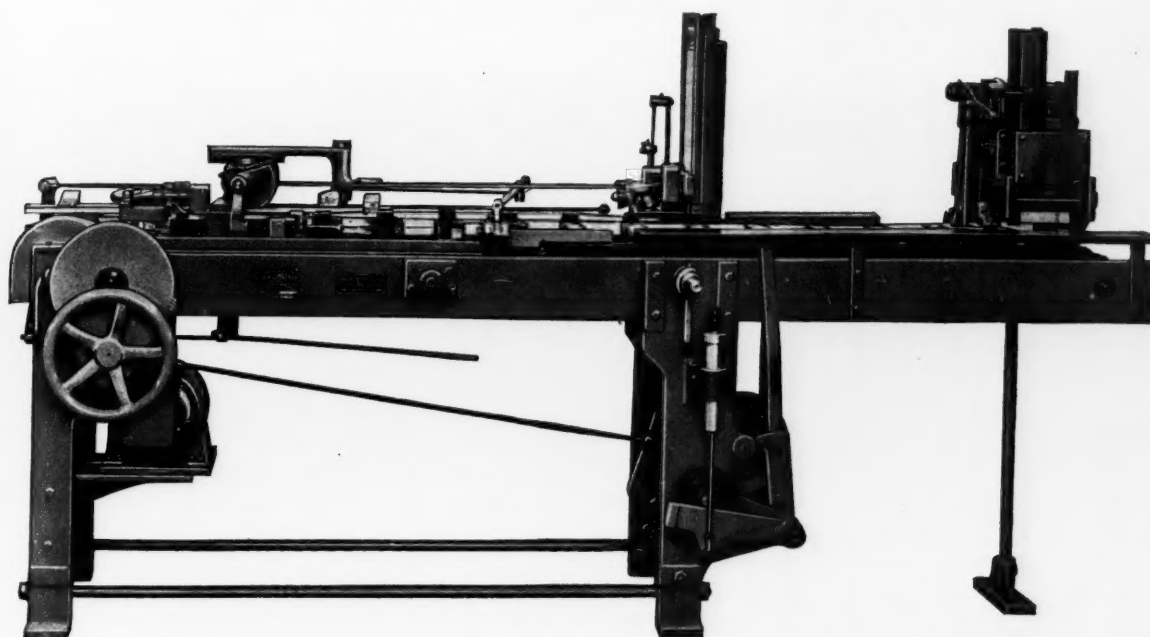
4. To the consumer—A more complete line on the retailer's shelves to choose from, better service, better quality of product, less confusion between sizes that appear alike and differ in capacity and, hence, a greater protection against unscrupulous traders.

**T**ISSUE paper, twine and tape are being wasted more than other supplies in Western department stores, according to the findings of the Division of Simplified Practice of the Bureau of Standards in its survey of wrapping and packing supplies and practices in various sections of the country. Stores exercising close supervision over wrappers and packers were found to have most economical methods and apparently sound reasons for every operation. Large waste was found to occur when merchandise was wrapped one way on the floor and then sent to a central wrapping station for final packaging. In this case the temporary packing was often removed and destroyed. The use of salvage supplies was found not necessarily economical. When used for umbrellas and millinery they appeared to be more expensive than purchased supplies, due to the excessive time and labor involved.

**C**OPIES of a summary report of a general conference on the packaging of dental plaster, investment, and artificial stones, have recently been mailed to all interests, by the Division of Simplified Practice of the Bureau of Standards, with the request that, after due consideration, they signify their approval of the recommendation by returning their signed acceptance to the Bureau.

# *The Standardized* **CONSTANT MOTION CARTONER**

Will carton your products at a speed of 50 to 150 per minute as may be desired. Circulars folded and inserted with loads.



If your automobile operated on the principle of the old intermittent motion type of cartoner, when would you reach your destination? How long would your car stand up under the strain of coming to a dead stop and then starting up again every half a second?

The **CONSTANT MOTION CARTONER** operates on the principle of the automobile as it is. The old intermittent motion type operates on the principle of an intermittent motion automobile. This is a fair analogy.

The time is here, or will soon be here, when it would pay you to discard your intermittent motion cartoners for

**STANDARDIZED CONSTANT MOTION CARTONERS.**

*Never Before So Much Work With So Little Mechanism*

**R. A. JONES & COMPANY, INC.** P. O. BOX 485  
CINCINNATI, OHIO

September, 1930

# MODERN BOXMAKING

WITH the July, 1930, issue *Modern Boxmaking* as a publication was discontinued. It will, however, be retained as a separate section of *Modern Packaging*. Each month will appear therein articles of practical interest to paper box manufacturers, and these, it is believed, will also be of service to manufacturers who are using or are contemplating the use of paper boxes in the packaging of their merchandise. Merchandising, as applied to sales of paper boxes and of vital concern to the box manufacturer, has always formed an important part of the service rendered by *Modern Packaging*, and this will be continued as formerly.

—Editor

## Healing a Sick Stitcher\*

Helpful Hints for Overcoming Difficulties and Obtaining Good Results in Machine Operation—Equipment, Wire and Work Should Synchronize

By PAUL G. GUTZEIT

WIRE stitcher troubles may be divided into three classes, the first of which is concerned with the machine, the second with the wire, and the third with the work to be stitched. The fundamental principle of drawing a piece of wire through several thicknesses of paper and forming it into a staple is universal in all machines of this kind.

It is almost impossible to determine which is the most important factor in the making of a perfect stitch. Needless to say, the three factors must synchronize. One cannot get good results, even on a simple stitching job, with a stitcher that is not in good mechanical condition, nor can good work be expected from a new machine if the wire and work do not correspond. And if the job to be stitched is not properly prepared for stitching, neither will a new machine with perfect wire give desirable results. Therefore when such trouble occurs on the wire stitcher, the machine, wire, and job should all be examined. Complete breakdowns may be avoided by immediately tracing and correcting minor difficulties. Unless this is done, complications may arise and the whole job may suffer from what was originally a simple adjustment on the stitcher, a minor defect in the wire, or the machine and wire may not be suited for the job.

THE wire stitchers of today are similar. The machine first draws the wire, then cuts it, forms a staple, drives it through the material, and clinches the ends. The logical procedure in locating trouble on the wire stitcher is to follow the course of a piece of wire in its handling. The wire must be drawn to the right length, otherwise the staple legs will be uneven. This trouble will always be found in the wire-feeding mechanism.

If it is a roll tension or jam feed, the operator should be sure the feed rollers are not slipping, and that the tension or jam is neither too great nor too loose. He should make sure that the feeding rollers touch the wire and that the gears which operate the rollers are clean and not filled with paper lint and dirt. Dirt will keep the rollers from meshing properly. The surfaces of the rollers should be smooth and without grooves. The adjustment should also be right and with all parts tight, yet work freely. The wire tube which guides the wire into the stitcher head should be free from dirt, paper lint, and particles of tin from the wire, and the tube free from the groove which eventually wears in all wire tubes.

ANOTHER type of wire feeding mechanism for the wire stitcher is the grip push feed. Uneven staple legs in this type of feeding mechanism may be due to slipping in the wire grip. The adjustment of the feed must, of course, be set correctly. Usually the teeth or rough surfaces of the grip feed wear from constant use and must occasionally be replaced. The grip should release the wire at the proper time and clear the wire as it recedes to grip the following piece for the next staple. The operator should make sure that the wire guides on this type of feed are in line with the feeding mechanism and the stitcher head. Wire tubes on this type of feed are not necessary, although some makes of machines use small tubes which are really guides for the wire into the stitcher heads. Both straight and curved designs are used on grip feeds, and it is important that the wire tension on this type of feed be right, otherwise the wire will buckle when the gripper retards for another stroke.

It is important that the brake should stop the head at the proper point after each operation, so as to keep the

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# HELMOLD



Maintaining an Ideal  
For 40 Years

**N**O OTHER test writes a story of success quite as dramatically as the test of time.

Names rise and fall. Products and institutions come and go. Only the best survives.

Forty nine years ago J. F. Helmold & Bro., Inc. was established with the conviction that a product honestly made and sold would secure lasting friends.

Today Helmold still clings to that idea. Today its reputation for the best in cutting, creasing, perforating and wave rules is recognized everywhere. Boxmakers, who used Helmold products years ago are still using them and finding in them the basis of success in their own operations. The standard has never wavered—the purpose never drifted from the original determination to make a high quality product.

J. F. HELMOLD & BROTHER  
INCORPORATED  
1462 Custer Street - Chicago

wire-feeding mechanism in time with the stitcher head. Also, this will assure the machine stopping when throttle is released so that it will not repeat and, perhaps, injure the operator.

After feeding a piece of wire into the stitcher head the next operation of the machine is that of cutting the wire. The wire cutter on all wire stitchers is designed to cut the wire off square, which insures its being driven straight through the stock. This is important and should be watched. Should the wire cutter leave an edge or cut on a slant, the wire will not follow a straight course through the stock. The edge will cause the wire to buckle so that it will not clear the stock, or if it should clear the stock entirely, it will not come through clean and the stitch will not be flat. In fact, it will probably open after the clinchers are released. If the wire is not square, or if there is a slant or bevel on the end of it, it will not follow a straight course through the stock and the legs will not be in line with the clincher. As a result, when the clinchers lift to clinch the wire, they will miss the legs or perhaps turn either leg to the outside or perhaps not turn them at all.

**T**HE wire cutter on the stitching machine wears quickly when in constant use and should be sharpened or replaced often. The cutter tube which jumps with the cutter blade must be ground square or replaced when worn. The cutter tube bevels the end of the wire; consequently the tube must be flush with the cutter blade to cut the wire properly. The operator should also make sure that the stroke of the cutter blade is sufficient to pierce the wire as it lies in the cutter tube. Repeated sharpening of the cutter blade will eventually shorten the stroke so that it will not actually sever the wire and this, of course, will cause no end of trouble. Care should also be taken to see that the wire is neither cut off too soon nor too late. On some types of machines there is no provision for a gripper on the anvil to hold the wire after it is cut and the former bar drops simultaneously with the cutter, holding the wire in the anvil. If the wire is cut off too soon, the cutter will flip out of the stitcher head. If too late, it will attempt to form a staple before the wire is cut off and much grief will result.

Many types of wire stitchers are equipped with wire stops which hold the wire in place after the feeding mechanism supplies the proper amount of wire and release after the cutter has severed the wire. This stop must work in unison with the cutter stroke, gripping the wire after it is fed into the stitcher head and just before the cutter blade severs the wire. This wire stop must neither grip the wire too soon nor release it too late. If it does trouble will result.

**T**HE next operation after the wire is fed into the stitcher head and cut off is that of forming the staple. This staple is formed over what is known as an anvil. The anvil is located between the legs of the former bar and holds the wire in a horizontal position until the former bar bends downward, the wire protruding from each

end of the anvil, thus forming the staple legs. At the instant the staple is formed, the anvil recedes, leaving the staple in the slot in the former bar. The supporter or shoe now comes into position and entirely encloses the wire in the former bar, which is carried down to the stock to be stitched. The mechanism should be adjusted so that the former bar will squeeze or compress the stock tightly. It is necessary to squeeze the air out of the stock, compress it as solidly as possible without injury to the material, and to force the staple legs straight down to the clincher. The trouble arising from loose stock does not affect light stitching. Care should be taken not to jam the machine nor ruin the stock. The strength of the wire and machine are never taxed on this class of work, therefore the matter of compression is not so important. However, the machine must be set so as to leave a perfectly square, flat, and even stitch.

**I**T is important that the spring tension on all shoes or supporters be sufficient to hold the wire tightly in place so as to prevent the top or back of the staple from buckling, breaking down, or bulging from under the driver as it is being forced down through the stock. This is one of the most frequent sources of trouble on the stitching machine. If the staple does not enter and clear the stock, or if the grooves in the former bar are worn so that they do not bend the staple legs directly downward or at right angles with the back of the staple, no end of trouble will be experienced. Most stitchers are designed so that the former bars can be replaced if worn, or if it is necessary to use a larger or smaller size of wire. It can readily be seen that formers which are worn or of the wrong size will cause trouble; the driver which operates in connection with the former must also be of correct size to correspond with the groove in the former bar.

**T**HE greatest reductions in industrial accidents have been made by those organizations which have conducted intensive safety educational programs among all employees. Because of the mass appeal involved, the conduct of employee and foreman safety gatherings has proved to be one of the effective activities on these programs.

As the eighth in a series of reports based upon a study of the field of safety engineering, and designed to present the principles governing successful accident prevention work as well as tested methods of applying these principles, the Policyholders Service Bureau of the Metropolitan Life Insurance Company has just issued a report entitled "Safety Meetings."

The publication discusses the types of meetings which have been found most effective, together with suggestions for making them interesting and helpful to all concerned. A chart in the front of the report shows how the value of safety activities can be measured in terms of decreased accident rates. Industrial executives may secure copies by writing to the Bureau at One Madison Ave., New York City.

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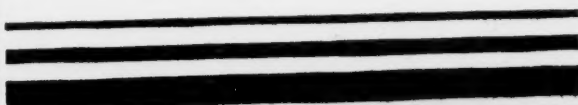
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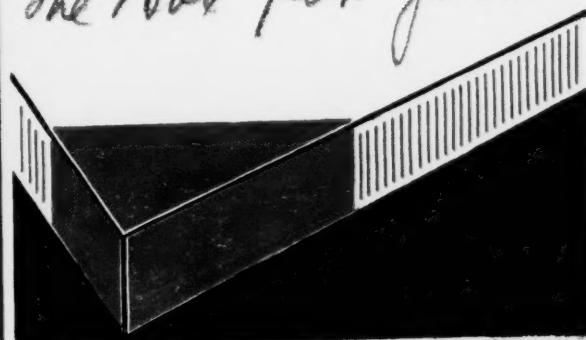




 **FLASHFOLD** 



*The Box for you*



*"The All-purpose Box"*

# The Flashfold box *does* these things:

Saves space

Prevents breakage

Saves expense

Offers an attractive appearance

Saves time

Gives shipping assurance

## SEE FOR YOURSELF!

Break the gummed tape on this box sample and exert a slight pressure on this and the opposite side having the saw-tooth edge.

*Quadruple strength in each corner—trussed construction in both directions.*

No. 216  
Patented July 4, 1929  
Patented January 15, 1929  
Wayne Paper Goods Co.  
Fort Wayne, Ind.  
Other Patents Pending  
BOTTOM

*Supporting strip which positively locks saw-tooth edge.*

*All sides have triple wall strength when completely set up.*

*Sturdy, rugged yet resilient construction.*

See how easily the whole box falls into position.

## Wayne Paper Goods Company

*Manufacturers*

Fort Wayne, Indiana

**FLASHFOLD boxes set up instantly because of patented construction, lying flat and saving space *before* set-up, and presenting an attractive, strong, serviceable box *after* instantaneous set-up.**

*The FLASHFOLD box comes to you folded like this sample.*

*Absolutely square straight line corners.*

**T**HE great saving in time is effected by the instantaneous set-up of the FLASHFOLD BOX.

Pressure on the sides with the saw-tooth edges automatically brings the box into set-up and locking position.

This form of construction gives strength, durability, and sturdiness to both sides and corners.

The FLASHFOLD box has all the advantages of the set-up box with none of its disadvantages. Its strong construction and protecting qualities are apparent.

Customers immediately appreciate successful efforts to have merchandise reach them in perfect condition.

The box bottoms offer two ply strength on *sides*; the tops, two ply strength on *ends*, giving a *three ply* wall all around after box is assembled.

The corners fold in *opposite* directions and four ply thickness is obtained at each corner.

This construction gives strength to FLASHFOLD boxes in all directions.

The sides and ends have greater strength than can be obtained from a single board of equal thickness.

*Four times the strength of the average corner.*

*This sample FLASHFOLD box is made of light weight stock.*

*FLASHFOLD boxes are made in any size or shape, or in any weight of stock.*

*Speed in setting up saves time.*

*Not a gesture is wasted in setting up a FLASHFOLD box. Simple, direct motions accomplish this instantaneously.*

**USE A FLASHFOLD BOX TO EFFECT THAT SAVING**

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**FLASHFOLD boxes set up instantly because of patented construction, lying flat and saving space *before* set-up, and presenting an attractive, strong, serviceable box *after* instantaneous set-up.**

*The FLASHFOLD box comes to you folded like this sample.*

**THE** great saving in time is effected by the instantaneous set-up of the FLASHFOLD BOX.

Pressure on the sides with the saw-tooth edges automatically brings the box in to set-up and locking position.

This form of construction gives strength, durability, and sturdiness to both sides and corners.

The FLASHFOLD box has all the advantages of the set-up box with none of its disadvantages. Its strong construction and protecting qualities are apparent.

Customers immediately appreciate successful efforts to have merchandise reach them in perfect condition.

***This All-Purpose Box  
Is Used for Packing***

Auto Supplies  
Bacon  
Baked Goods  
Blankets  
Bolts and Nuts  
Books  
Candy  
Canned Goods  
Cheese  
Clothing  
Corsets  
Desserts  
Dresses  
Display  
Envelopes  
Flowers  
Fruits  
Furniture Hardware  
Glassware  
Golf Balls  
Hardware  
Hats, Caps  
Hosiery  
Jewelry  
Knit Goods  
Leather Goods  
Letter Heads  
Neckwear  
Pharmaceutical Supplies  
Raincoats  
Roller Bearings  
Rubber Goods  
Rubber Footwear  
Stationery, Cards  
Seat Covers  
Seeds and Bulbs  
Shirts  
Shoes  
Sporting Goods  
Soap  
Tea, Coffee, Spices  
Toys  
Underwear

***And Many Other Classes of  
Merchandise***

*Absolutely square  
straight line corners.*

The box bottoms offer two ply strength on *sides*; the tops, two ply strength on *ends*, giving a *three* ply wall all around after box is assembled.

The corners fold in *opposite* directions and four ply thickness is obtained at each corner.

This construction gives strength to FLASHFOLD boxes in all directions.

The sides and ends have greater strength than can be obtained from a single board of equal thickness.

*Four times the  
strength of the aver-  
age corner.*

Remove this sample box top from the folder, and fit over bottom on opposite page. You will then have a complete FLASHFOLD box.

*This sample FLASH-  
FOLD box is made of  
light weight stock.*

*FLASHFOLD boxes  
are made in any size or  
shape, or in any weight  
of stock.*

*Speed in setting up saves time.*

*Not a gesture is wasted in setting  
up a FLASHFOLD box. Simple,  
direct motions accomplish this in-  
stantaneously.*

**USE A FLASHFOLD BOX TO EFFECT THAT SAVING**

# The New FLASHFOLD

## Folding Box

### BOXES FOR ALL PURPOSES

The unique features of the Flashfold folding box make it adaptable to any type of merchandise and for all kinds of delivery, whether it be store or truck delivery, parcel post, express, or freight shipments.

### SIMPLE

Design of the Flashfold Box does away with all cumbersome folds and makes the quick set up possible.

### NEAT IN APPEARANCE

Users point with pride to the attractiveness of their Flashfold packages. The clean cut appearance of the Flashfold box will sell your merchandise.

### STRONG AND EFFICIENT

The sturdiness of the Flashfold Box insures delivery of the contents in the same excellent condition as when packed. Flashfold boxes are strong at all points usually weak in other boxes.

### SAVES SPACE

by reducing storage room. Flashfold boxes are shipped to you folded flat, making a saving over set up boxes of more than 75% in storage space.

### SAVES TIME

and labor of setting up. By the patented construction, Flashfold boxes are set up instantly.

### REDUCES SHIPPING COSTS

Flashfold boxes take a very much lower freight rate than set up boxes. Less postage for parcel post—because of the strong construction of the Flashfold parcel post box, lighter weight stock can be used with a consequent saving in postage charges. In many cases the saving of postage will pay for the box.

### DISPLAY BOXES

Ask for samples of the new Flashfold Display Box.

*A Sample Flashfold Box of Any Standard Size Suited to Your Product Will be Sent You Upon Request.*

For samples and prices address the licensed manufacturer nearest you

The Flashfold Box Corporation  
525 West Superior St.  
Chicago, Ill.

The Milwaukee Paper Box Co.  
South Pierce and Eleventh Ave.  
Milwaukee, Wis.

The A. D. Shoup Company  
86 34th Street  
Brooklyn, N. Y.

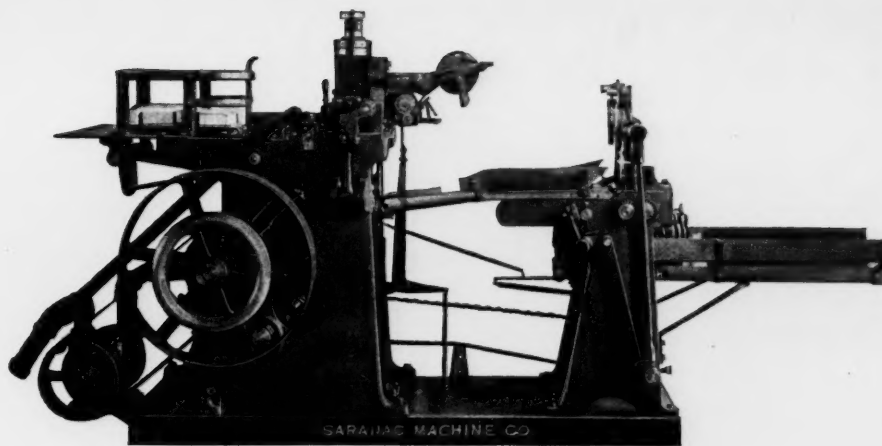
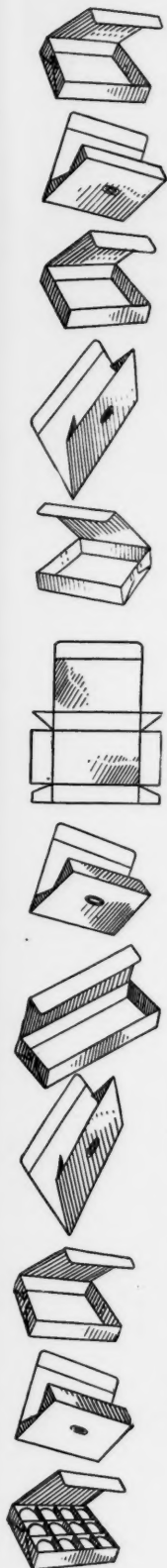
Dominion Boxboards, Limited  
130 Duchess St.  
Toronto, Ont., Canada

Wayne Paper Goods Company  
Fort Wayne, Indiana









## EASY FOR SARANAC AUTOMATIC CARTON STAPLING MACHINES . . .

**T**HE superiority of wire staples as a means of fastening packages has been repeatedly proven, and experience with egg cartons has vividly demonstrated their desirability. Staples give an immediate, positive and permanent means of sealing the ends of the cartons; they are resistant to the dampness and moisture of cold storage; they will last longer than the paperboard used in the cartons.

The machine shown in the illustration automatically feeds the blanks from a hopper, forms up the body of the carton, staples the ends, and collapses or folds the carton ready for shipment. If it be desired to furnish fillers in the cartons, the operator can insert them between the stapling and collapsing operations or after they have been collapsed. This machine is usually operated at the rate of sixty to seventy cartons per minute.

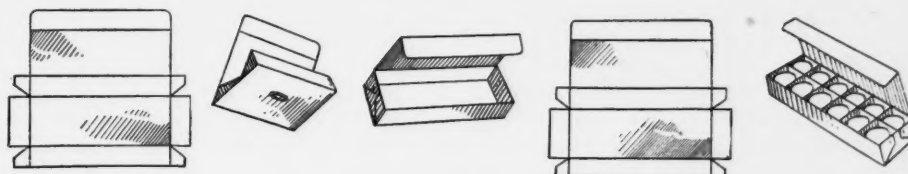
It is time to consider the savings to be had in actual cash and in efficiency of packaging by employing wire stapled packages. Special machines of this nature can be supplied to meet your particular requirements. Your product and your production plans may find in a similar machine the essential link in a chain of savings.

Write for further information regarding this and the 400 other SAR-A-NAC machines. Today . . . will do.

## SARANAC MACHINE COMPANY

MANUFACTURERS OF THE LARGEST LINE OF PACKAGE STAPLING MACHINERY IN THE WORLD

BENTON HARBOR, MICHIGAN, U. S. A.



# Other Salesmen's Ideas on Packages

Successful Sales Representatives, Chosen from Different Fields, Present Helpful and Instructive Business Ideas—Package Manufacturer Must Consider Ultimate Buyer

By FRANK V. FAULHABER

**O**FTEN there is nothing so helpful and instructive as the observations and ideas of those in other industries. With this thought in mind I interviewed different traveling salesmen as to how they would sell packages. Their various viewpoints shed light on some interesting possibilities that should prove useful, inspiring and profitable, not only to package manufacturers, but also salesmen and others connected with the package industry.

Not all the information given can be presented in a short article, yet the salient points will be offered here. Each salesman had his own individual ideas, based on his particular experiences, knowledge and viewpoint. The first one consulted was a salesman representing a paper machinery manufacturer. His house has much to do with printing, but not in any way touching the package industry. In any case, this salesman's remarks are pertinent and should help others out of some of their difficulties.

"A salesman who is not purely interested in sales for himself," said this representative, "will realize that it is up to him, first of all, to study his product—the product he is trying to sell. If he does not know his own product, how can he sell it to the manufacturer or the buyer? And in my opinion, so far as the matter of packages are concerned, no salesman can sell packages satisfactorily unless he is thoroughly interested in the product. The more deeply he is interested, the more keenly and eagerly he will want to go into the subject. There is the same trouble in my own business.

"Some paper machinery salesmen will try to obtain orders without their hearts in the business. When a man likes to do the work and is really enthusiastic about it, he will transmit that enthusiasm, and in a convincing way, to the buyer. This helps materially. Concerning packages, if the salesman is whole-heartedly interested in packages, he will be in a better mood to discuss almost any phase relative to packages. And he will be the more willing to do so, too. Let me tell you there is a wide difference between the salesman selling with fervor and the one wholly lacking in enthusiasm. The lethargic salesman will show up with a poor sales record. My advice is that the package manufacturer engage salesmen who will throw themselves whole-heartedly and conscientiously into the work they are doing."

**N**OW we have the observations of a salesman traveling for an eastern shoe factory. "First," said he, "in my business, an important problem is that of ultimately reaching the consumer. That is so with any kind of article for sale, of course. We manufacture ladies' footwear, of a good quality. Now, I must sell not only the distributor; I must have in mind the retailer, and also the consumer. Here I am not selling to the final buyer.

"Women like style, appearance, novelty. So that, when you approach me regarding the selling of packages, you present almost an identical problem. Today women do considerable of the buying; in many cases nearly all of it. That is particularly true with respect to certain packaged goods. For that reason the package manufacturer must appeal to the woman buyer. She will react, naturally and positively, to bright, clean, attractive packages, conveniently put up. Of course, the packages should be constructed solidly enough for the purposes intended and be of such quality generally to properly protect the contents. If the package falls down in any way, it fails as a package.

"I should say the package should be of novel, original design, something actually compelling attention, something that will stand out. This is important also from an advertising and merchandising standpoint. A good package like a good shoe, attractively featured, will often sell itself. Incidentally, the packaged merchandise should be displayed properly, and that is a point that I am always trying to drive home in my own business. If I do not urge a retailer to place my footwear in his window trims, he may overlook it. He will not have my product in mind. What will he most likely do? Why, feature the product of some competitor. And there are competitors aplenty in any business. Hence, my message to the package manufacturer is to instruct his salesmen not to overlook the importance of securing proper display for what he is selling. The package buyer must be taught to sell more, advantageously, profitably. Otherwise the package manufacturer's sales will drop."

**A** grocers' jobber's salesman, covering eastern states, was the next interviewed. He knows a good deal of the requirements of the package business, packaged

g





# Brooks Lithography

THE **SEE** OF SALES

## *catching the BIG ONES!*

Landing the big ones is the task of an expert. If you are fishing for quick turnover—colorfully alive, eye-pleasing packages and counter display containers produced by the Brooks Company, will pull your products to the crest of the buying wave. In forty years of experience, Brooks complete lithographic service has made many "difficult to package" products *See Worthy*. The Brooks client list might well serve as a Who's Who of American packagers—a long list of leaders on the Sea of Sales.

From labels or letterheads, to complicated packages or display containers, Brooks designing and lithography will completely fill your needs—large and intricate though they may be.

### *Folding Box Division*

Lithographed Folding Boxes  
Display Cards—Cut Outs

Counter Display Containers

### *General Lithography*

Box Wrappers, Package Inserts, Labels  
Folders, Booklets  
Commercial Stationery

*A complete and expert service—for you to use!*



**BROOKS BANK NOTE COMPANY**  
SPRINGFIELD, MASSACHUSETTS

PHILADELPHIA • NEW YORK • BOSTON • PORTLAND, MAINE





## The Plaids of Scotland

The ancient symbols of clan allegiance are striking in their brilliant colors. Color is the keynote of their unique appeal.

Advertisers today, look to color to lend force and beauty to their illustrations. Bright backgrounds of tinted paper add much — cost little.

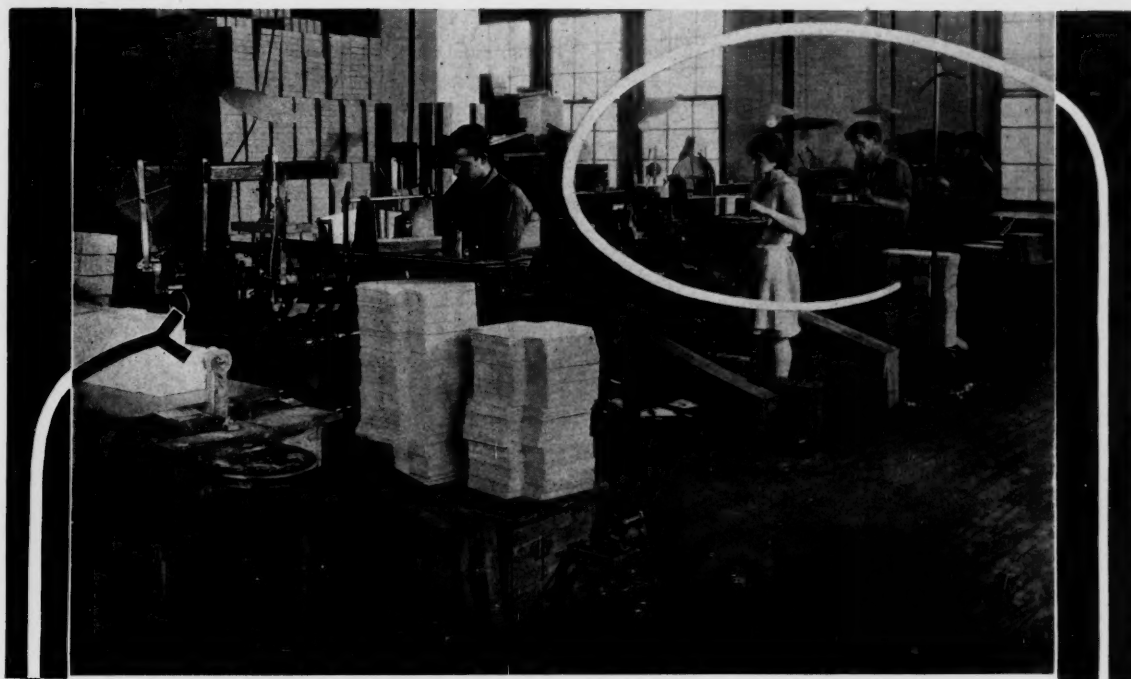
Write for the sample books of New York-New England Papers.

This swatch is Supremetone Box Papers design No. 20, available in 26 inch rolls.

**The New York-New England Co.**  
HOLYOKE, MASSACHUSETTS







## THIS MACHINE SOLD THESE THREE

**O**NE K&D Stayer and Double Ender in the plant of the United Paper Box Company has now three companions, brought there because of the service and economy of the first. So it goes in many other plants . . . the pudding being proofed in the eating . . . and more pudding, more K&D Machines, being bought on the basis of the proof.

Add speed to low cost . . . mix in minimum repairs and work that leaves no room for complaint . . . top it all with a large dash of labor saving . . . and you have the reason for K&D popularity. Each of these qualities is as desirable in your plant as in any other . . . therefore look further into this story . . . and dig up the details. A postcard to us will do the digging. Mail it today.

**KINGSBURY & DAVIS  
MACHINE COMPANY  
CONTOOCOOK, N. H.**

goods bearing considerable importance even in his own line. "It is essential, especially nowadays, that merchandise be attractively presented, else it will be handicapped. I always stress this," said this jobber's salesman. "I point out the various merits of my products—the contents of packages, tins, cans, bottles, and other containers. I try to have in mind not only the quality of the foods or other articles, but also the quality of the containers. The package manufacturer, as I see his problem, does well to produce something distinctive. Often there will be problems for the buyer; the package manufacturer should be ready to help solve these problems so far as he can. Here his salesmen can play no small part. The package manufacturer should make packages of a kind befitting exact requirements of his customers. These packages should be convenient for display and also for the user of packages. These should be economically produced, so as to sell advantageously and profitably at the same time. Merely to cut prices for the sake of sales is decidedly risky and unsuccessful business. If you cannot produce economically, efficiently, then do not sell economically. You will be flirting with failure.

"In my travels I see considerable pertaining to packages. So many times packages are inconvenient for display and the retailer gives up in disgust. He will not feature them because the packaged trim sometimes collapses. Naturally he will favor boxes he can depend upon. Packages should be sturdy; in no case should they be neglected from a utility standpoint. The merchandising factor is equally important. Do not forget that many people will buy simply because of the package. Cater to the ultimate buyer. Bring out something new, nothing imitative. Colorful, appealing packages, bearing advertising slogans, names of brands readable, so that customers cannot help but recognize a package. Many packages sell or fail right on the retailer's shelves."

### Among Supply Manufacturers

**I**T has been announced by F. J. Greene, president of the Ideal Stitcher & Manufacturing Co., that orders for new Ideal stitching machines, service and repair parts may be placed direct with the factory at 1028 Douglas Ave., Racine, Wis., or at the company's office, 218 N. Clinton St., Chicago, Illinois.

**T**HE Reynolds Metals Company, Louisville, Ky., announces that effective August 28, the following divisions of its sales department will be located at 541 West 25th St., New York City: Cartons, containers, canisters, display foil, holiday goods, novelties, greeting cards, tinsel, Unifoil wrappings and box covers, signs and wall coverings.

**T**HE Illinois Carton and Label Co. of Chicago, formerly owned by the Illinois Glass Consolidated Corp. of Alton, Ill., has been purchased jointly by the Gardner & Harvey Co. of Middletown and the

Richardson-Taylor Printing Co. of Cincinnati, Ohio. The company will be operated under the same management as in the past with A. V. Z. Jennings as sales manager and B. L. Hoffman as plant manager.

**A**NNOUNCEMENT has been made of the purchase of the Gibraltar Corrugated Paper Company, Incorporated, North Bergen, New Jersey, by the Container Corporation of America, Chicago, Illinois.

**T**HE New York office of the McLaurin-Jones Co. at 150 Nassau St., is supplied with a complete line of sample books of Ware fancy papers, covering the requirements of the box, liner and gift wrapping trade. Requests for samples, prices and other information will receive prompt attention.

**T**HE Du Pont Cellophane Company announces the appointment of B. C. Robbins as promotion manager of the company, effective August 15. Mr. Robbins was formerly assistant advertising manager. Effective September 1, P. A. Dillman, formerly advertising manager of the Du Pont Viscoloid Company, becomes advertising manager of the Du Pont Cellophane Company. William J. O'Keefe and M. Crewford Pollock have joined the sales promotion department of the company. Mr. O'Keefe was formerly of the Campbell-Ewald Company, while Mr. Pollock has been associated for the past two years with Lord and Taylor of New York City.

**E**ACH new day brings news of an evil that has been turned into a blessing by scientific research. Nature lovers, especially, are grateful for a new development that not only will save many a woodland spot, but will also help increase profits for fruit and vegetable growers. Refuse from paper factories was once one of the most destructive agents in stream pollution which, in turn, destroyed trees and plant life growing along the banks of our waters and often poisoned fish.

Now, thanks to the research of a leading paper company, this refuse and waste has been found too valuable commercially to be thrown away. Tests conducted by the Kalamazoo Vegetable Parchment Company have led to the discovery of a new by-product—a liquid mulch unexcelled for its purpose.

Many delicate flowers, vegetables and fruits—notably strawberry plants—must be protected against cold, heat, and drought. Straw and like substances have been used in the past to blanket these plants. But every farmer knows how much labor it takes to lay this mulch, with final results that are often unsatisfactory. This new mulch made of paper waste pulp can be thrown or poured on the ground around plants roots. As soon as the moisture has evaporated, a most perfect mulch is formed. Not only truck farming, but florists and nurserymen are enthusiastic over this new type of mulch. Thus, science has again performed a paradox, turned a plant destroyer into a plant protector.







# SUN FAST DAMASK

— a new HAMPDEN  
Fancy Box Covering — in  
distinctive pastel shades

———— Sun Fast —————

———— Sulphur Proof —————

for special packaging for  
show case or window displays  
— retains its brilliant colorings  
in spite of the sun's rays  
— and also for box linings,  
where the merchandise  
packed has sulphur fumes,  
this paper will keep its original  
colorings. It stands up.  
Either plain or with fancy  
embossings.

Send for Sample Book and large  
working sheets in any Sun Fast  
color. Test it for Sun and  
Sulphur resisting qualities.

**HAMPDEN GLAZED PAPER  
AND CARD CO.**

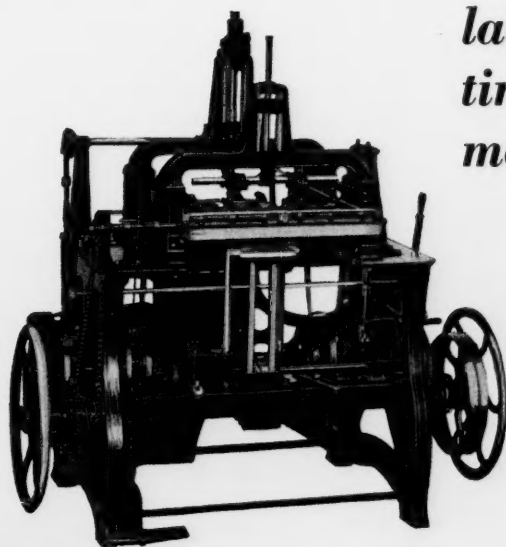
Holyoke, Massachusetts





**THIS IS THE MACHINE**  
*that saves material on boxes . . .*

*labor . . . on cartons  
time . . . on setups  
money . . on investment*



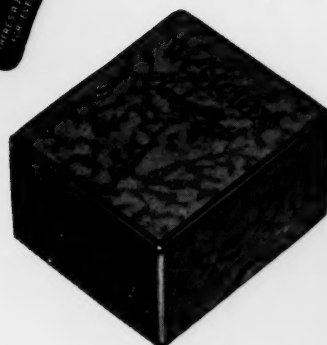
**I**T requires only one operator; practically no repairs; less than one horse power; floor space six feet square; about thirty minutes to make changes; a minimum quantity of cold-water gum; no tape, wire or tin. It is the best investment a paper box maker can find.

Many prominent packagers and box makers know that **BRIGHTWOOD ADAPTABILITY MEANS HIGHEST EFFICIENCY.** Their records of orders and re-orders are our best recommendation to you.

it will pay you to ask us what the adaptable

**BRIGHTWOOD**

can do for you!



**U. S. AUTOMATIC BOX  
MACHINERY CO.**  
477 WATERTOWN ST. NEWTONVILLE  
BOSTON, MASS.

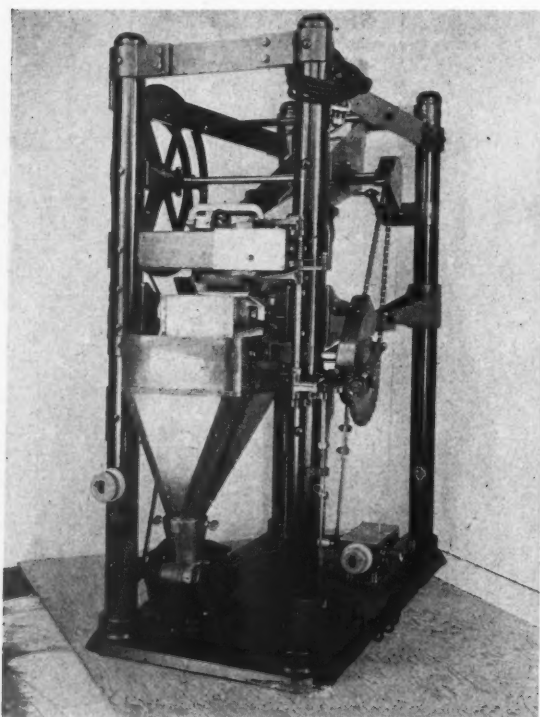


# MACHINERY AND EQUIPMENT

## A Weigher for Fragile Materials

A new addition to the weighers manufactured by Scale and Machinery, Inc., 718 Greenwich St., New York City, embodies all the features of this company's regular line of weighers: Oil-less bearings above the danger line; electrical cut-off for the valve; precision scale beam; a net weigher, not volumetric. To these features has been added a method of handling fragile material without mutilation or breakage, more especially those products that are large in character such as candies, crackers, potato chips or sticks, elbow macaroni and similar materials.

The new machine is shown in the accompanying illustration. It is stated that the feed mechanism is what might be called a balanced vibration. The



*New weighing equipment for handling fragile materials*

vibrator is so constructed that shaking does not affect the scale. The method of cutting off the stream at the completion of each weighing is unique. While it is positive in action it is so gentle that it will not break a

potato chip. This machine, as with the entire line made by this company, completes each weighing before it stops. Discharging of the completed weight may be withheld, manually when so operated or mechanically if the machine is running, and synchronized with other packaging machinery. The range tested and reported upon while not the maximum weight obtainable, has been from one to six ounces at speeds of 24 to 28 per minute on the single beam type pictured. Multiple beams may also be obtained.

A certified test made (using a well-known candy, delicate enough to be crushed between the fingers, about one-half inch square and one-fourth inch thick in dimension and averaging, at time of test, 25 to the ounce) showed the following accuracy:

- 43 per cent within 1 piece over or under
- 28 per cent within 2 pieces over or under
- 26 per cent within 3 pieces over or under
- 3 per cent within 4 pieces over or under

Speed was 24 per minute; weight,  $5\frac{1}{3}$  oz.; total packages tested, 100; total 100 packages, 533 oz. The net error was 25 pieces, or slightly less than one-fifth of one per cent minus, or one-fourth of one piece per individual package, minus.

## The New Tag Winding Device for Tea Ball Machine

CERTAIN difficulties were experienced in packing tea balls as they were delivered from machines made by Pneumatic Scale Corporation of Norfolk Downs, Mass. Unless the operator was unusually expert, there was a likelihood of permitting the strings and tags to become entangled, causing considerable annoyance.

This difficulty has been overcome by the addition of a new tag winding device to the tea ball machine. This device automatically and neatly winds the tea bag strings tightly around the neck of the bag. Not only is a neater bag delivered, but considerable time is saved for the reason that the operator is enabled to pack a great many more bags than she could possibly pack if she had to stop and inspect and untangle the twisted strings.

The winding is accomplished by a circular brush located directly under the tea bag in its last position before being ejected from the jaws onto the delivery belt. As the tea bag comes to rest in this last position, a circular brush, continually rotating, is elevated to a point where

# "Now the TAIL wags the DOG" - - and profitably so!



"That item was originally only a side line with us—now it's our main business!" We frequently hear this remark... How often

it has come about that the tail wags the dog—and profitably so!

Take, for example, a confectionery concern making a general line of candy. In the line is a more or less obscure item that shows promise. So it is decided to put it out in a popular-priced piece. Attractively wrapped, with an eye to creating popular interest, it is often astonishing how quickly such a product becomes the main factor in the business.

It is a noteworthy fact that in the development of such successes, packaging has played a most important part.

## Packages that Sell

Years ago, when the very idea of

packaging was new, it was often merely necessary to "put the product in a package" in order to win new markets. But today, you must be sure that the type of package you adopt is the *best* that can be devised for your *particular product*—a package that not only protects the goods, but that helps to *sell*.

For the past quarter of a century, we have been planning and making the necessary machinery for producing *packages that sell*. If you were to investigate the greatest successes in the package goods field today, you would find that the majority of these products are being wrapped on our machines.

## Consult Us

We will be glad to discuss your packaging problems with you, and give you the benefit of our recommendations. Get in touch with our nearest office.

PACKAGE MACHINERY COMPANY *Springfield, Massachusetts*  
New York Chicago Los Angeles

London: Baker Perkins, Ltd.



# PACKAGE MACHINERY COMPANY

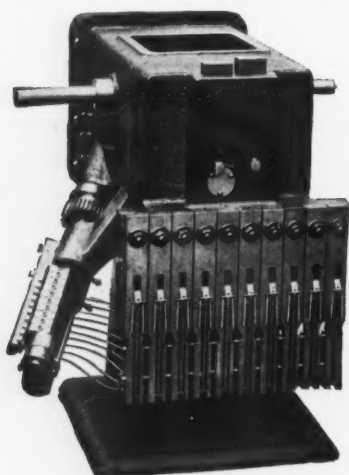
Over 150 Million Packages per day are wrapped on our Machines

it surrounds the tea bag. In the meantime, the string between the last two bags has been cut leaving the bag free to be rotated by the circular brush. This rotation is continued until the string is wound firmly about the neck of the bag, and holds the tag neatly against it. Before the operation of the machine carries the next bag into position, the rotating brush is dropped down out of the path of the incoming bag, and the brush raised and the winding operation is repeated.

The tag winding device can be attached to any of the Pneumatic tea ball machines already installed.

### New Multiple Head Stitcher

THE New Jersey Wire Stitching Machine Co., of Camden, N. J., announce a complete line of new multiple head stitching machines for the fibre, wooden box and crate manufacturers as well as for the large



*Multiple head stitcher which embodies novel features*

users of these type of containers for assembling the same in their own plants where they are received in a knockdown condition.

These machines are the result of over 40 years' experience in the manufacturing of wire stitching machinery. The stitching head operates on a newly patented principle of forming and driving a staple which embodies the sturdiest and most simple stitcher construction. The head has only seven parts of which only three move. It is stated that due to the new principle of forming the staple it is impossible to buckle the wire or have it kink or jam in the head, regardless of the condition of the wire or how it may be wound on the spool. The uses of wire-straightening devices and their consequent adjustment has been eliminated.

A feature that particularly appeals to the operator is the fact that the New Jersey stitcher threads itself with wire automatically. In the usual stitcher the threading of the wire is a tedious and painstaking operation that requires experience on the part of the operator. The multiple head stitching machines have been built from two to twenty heads and for stitching through the thinnest material up to an unprecedented thickness of  $3\frac{1}{2}$  inches.

As a double head stitcher speeds in excess of 400 staples per head per minute are possible. The high speed is made certain by the fact that the stitcher has so few parts and is operated entirely without cams, the operation being by rotating cranks or connecting links. Cutters and driver blades have a greater number of reversible sides than is customary so that the replacement of parts is reduced to a minimum. So little is the need to restore parts that a number of users of the multiple head stitchers report continuous use for over two years without the replacement of a single part.

With a multiple head stitcher of this new design it is possible to stitch in any position or any angle. This makes the unit very adaptable for use in conjunction with other automatic machinery and in cylinders of presses for stitching while they are rotating. With this new New Jersey multiple head stitcher center distances of slightly less than an inch and a half are obtainable.

### New Perfume Flaconette

THE Owens-Illinois Glass Company, Toledo, Ohio, announce another new product to be known as the "Vanite" perfume flaconette. These small containers, which are available in  $\frac{1}{8}$ -oz.,  $\frac{1}{4}$ -oz.,  $\frac{1}{2}$ -oz. and one ounce sizes, may be used to package bulk perfumes for resale to customers.

The design of this new article is distinctly modern, embracing eye appeal as well as practicability. The gleaming facets are set off by a leak-proof screw cap of bakelite which fits well down on the shoulder of each flaconette. The design shows painstaking attention to detail. The larger sizes would fit well on any dressing table as an important part of milady's toilet. The smaller sizes are designed specifically for the woman's small party bag or everyday handbag. The artistic



*In miniature or large sizes such flaconettes have appeal*

appeal of this new container provides the merchant with an opportunity of packaging his bulk perfumes in such an attractive manner that there should be an immediate reflection in increased sales.







# T·R·A·N·S·C·E·L·L·O

THE·ECONOMICAL·TRANSPARENT·PAPER

*Highly Transparent*

*Most Economical*

*Lustrous*

*Soft, Pliable, Strong*

*Sterile, Sanitary*

*Greaseproof*

*Waterproof*

*Moistureproof*

## SUPERIOR PRINTING QUALITIES

**Transcello** can be used to advantage wherever any or all of the above characteristics are desired.

**Transcello** makes a beautiful, lustrous, transparent wrapper — a valuable merchandising aid.

**Transcello** produces that value atmosphere and artistic touch so necessary and important to the individual package.

**Transcello** — dustproof — moistureproof and airproof — keeps the goods fresh, clean and untouched until used by the consumer.

WRITE FOR PRICES

## TRANSCELLO PAPER COMPANY





# T·R·A·N·S·C·E·L·L·O

THE·ECONOMICAL·TRANSPARENT·PAPER

*Highly Transparent*

*Most Economical*

*Lustrous*

*Soft, Pliable, Strong*

*Sterile, Sanitary*

*Greaseproof*

*Waterproof*

*Moistureproof*

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**Transcello** — dustproof — moistureproof and airproof — keeps the goods fresh, clean and untouched until used by the consumer.

WRITE FOR PRICES

## TRANSCELLO PAPER COMPANY





# Howard D. Salins Golding Printing Machinery, Inc.

MACHINERY AND SUPPLIES OF EVERY DESCRIPTION

Special Machinery Designed --- Built

608 So. Dearborn Street

CHICAGO, ILL.

469-74 Transportation Bldg.

Paper and Printing Efficiency Engineers, Mechanics, Builders, Designers,  
Regular and Special Machinery

SALGOLD Automatic Jobber, One Color Machine 10 x 15 Size.

SALGOLD Automatic Jobber, Two Color Machine 10 x 15 Size.

SALGOLD Automatic Jobber, Two Color One Side or One Color  
Front and One Color Reverse Side Jobber Machines.

Die Cutting, Punching, Perforating, Cutting, Slitting Lengthway  
and Crossway Complete Operation.

Automatic Multiple Color Printing, Punching, Die Cutting, Die  
Punching Length and Crossway Cutters.

Creasing, Scoring, Embossing One Complete Operation for  
Paper and Cardboard Printing Production Work.

Hand-Fed and Automatic Offset Machines.

Web Offset Machines.

One or Multiple Color Rotary Machines.

Photogravure, Rotogravure Intaglio Printing Machines.

Newspaper Presses.

Paper-Making Machinery.

Box-Making Machinery.

Lining Machinery.

Paraffining, Varnishing and Waxing Machinery.

Knotting, Looping, Stringing and Wiring Machinery for Paper

Novelties, Tags, etc., Hand-Fed and Automatic.

Tag and Ticket, Embossing, Printing, Metal Eyeletting,  
Paper Patching Machines for

Two Colors Two Sides, Either in Separate Operation or  
in One Complete Operation—Automatic.

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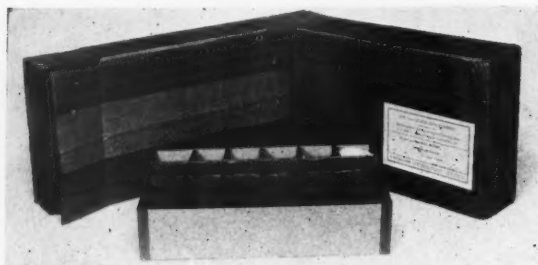
*EVERYTHING FOR THE EFFICIENT PRINTER AND  
MANUFACTURER IN THE PAPER, PRINTING AND ALLIED  
INDUSTRIAL TRADES.*



## A Box for Egg Shipments

A corrugated shipping container which incorporates several novel features and has proved successful for the mailing, parcel post, of fresh eggs has been placed on the market by the Da-Old-Egg Box Co., Walbrook Station, Baltimore, Md.

As shown in the accompanying illustration, this consists of an outer single-piece sleeve with end-flaps, which may be folded over when the package is ready for ship-



*Two dozen eggs are carried safely in this newly patented corrugated container*

ping, and an inner chipboard tray which contains a 24-compartment corrugated partition. Tissue paper for wrapping each egg as well as address labels are enclosed.

The claimed features and advantages are as follows: The container has been approved by the Bureau of Economics, Department of Agriculture, Washington, D. C., as well as by the Post Office Department; the postage saved when compared in weight with a metal box, using the third postal zone as a basis, is eight cents per round trip or two round trips pays the original purchase price of the box; it can be purchased at retail at one-tenth the price of the metal box; it has been tested by four round trips through the mail, using the same eggs for the four trips without cracking or breaking a single egg; when shipped in large lots and sealed as approved by the Post Office Department, it cannot be opened without breaking the seal, and takes the lowest possible postal rate; the eggs are so packed that the eggs are not carrying any load placed on the box, which eliminates crushing. The box is covered by patents pending.

## Trade Catalogs

Boxmaking Machinery: Pneumatic Scale Corp., Nor-folk Downs, Mass., in a four-page leaflet, describes and illustrates the Claff process double-end box machine which takes board and paper in rolls and turns out finished boxes or tops. Double ends made of two thicknesses of board, when combined, equal the thickness of the body stock. These ends are glued under pressure. This feature alone is said to make the Claff the strongest shoe box produced.

Book Cloth: Interlaken Mills, Providence, R. I., furnish a cabinet containing samples of all colors of the following grades of cloth. Vellum de Luxe, Common

Colors, Extra Colors, Art Vellum, Art Canvas and Crash, Basket Weave, Bindery Buckram, Art Buckram, Two-tone Buckram, Novelty Cloth and Imco. This company has a New York office at 18 Thomas St., and maintains selling agents in the principal cities.

Box Coverings: A new booklet of Bromat Papers De Luxe has been issued by Bradner Smith & Co. of Chicago, Ill. Four new patterns in a variety of colors are included. The designs are particularly novel and modern.

Box Coverings: Six booklets containing samples of box covering paper have been received recently from Louis Dejonge & Co. of New York. Pastels, brocades, metallic designs and multicolor effects are included in the selection.

Package Stapling Machinery: Saranac Machine Co., Benton Harbor, Mich., issue a binder for keeping in convenient form a series of bulletins illustrating and describing a complete line of hand, semi-automatic and fully automatic machines for stapling wood, fibre and paper packages at high rates of speed.

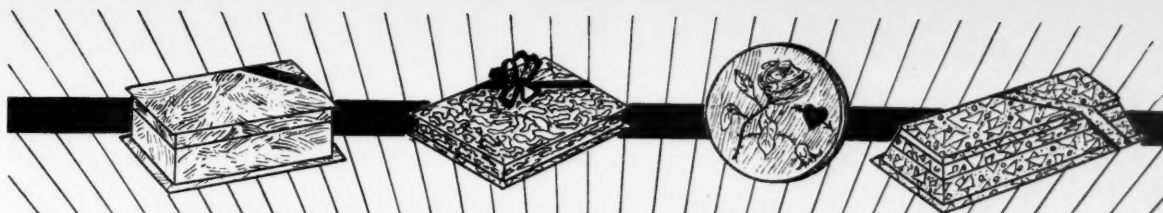
Wire Stitching Machinery: H. R. Bliss Co., Inc., Niagara Falls, N. Y., issue bulletins illustrating and describing corner stay stitchers, top and bottom sealing stitchers for solid fibre and corrugated shipping containers, combination sealing stitchers, box stitchers and stitching equipment for assembling all types of paper boxes.

Marking Equipment: Pannier Bros. Stamp Co., 207 Sandusky St., Pittsburgh, Pa., has issued a folder describing Pannier "C. C." rubber type and interchangeable logotype with holders. With one of these outfits the box maker can compose rubber printing dies for corrugated box printing on a cylinder press in the same way that a job printer sets copy with type.

## Packaging Groups of Drug Store Products at McKesson and Robbins

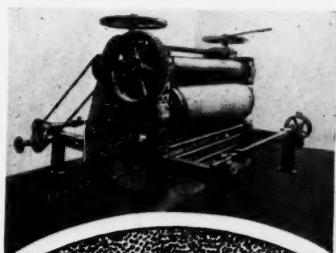
(Continued from page 41) color schemes are used on the pharmaceutical preparations—liquid and dry products—one, a rich brown on a buff-colored board embellished with gold, and the other a rich brown on a grey-colored board embellished with gold. Many of the bottles used are made from special molds. The milk of magnesia bottle, for instance, is a clear blue ribbed design; the toilet bottles, mostly six-sided, carry a basket weave design on the outer surface. Sprinkler tops, moulded caps and other closures, selected for convenience, conform to the general scheme and add to the attractiveness of the package.

In conclusion, the packaging story of McKesson & Robbins products forms an interesting chapter in the history of manufacturing and distribution. The plan as now followed is not the result of haphazard opinions or selection but the outcome of careful and intelligent research to determine, efficiently, the needs of the manufacturer and his customers.



Beauty has become one of the biggest factors in assuring ready salability of packaged products. Exterior beauty of your package or container can only be expressed in the distinctiveness of your box papers and trims and nothing lends the beauty of embossing.

**WALDRON**  
Paper Converting Machinery



The new Waldron Centennial Embossing Machine illustrated is one of various Waldron types for imparting distinctiveness to box paper design. It features exclusive mechanical improvements that increase output and reduce operating costs as well as enhance appearance of box papers and trims.

## JOHN WALDRON CORPORATION

MAIN OFFICE & WORKS, NEW BRUNSWICK, N. J.

CHICAGO

NEW YORK

PORTLAND, ORE.

## NOW, New Accuracy, Speed, Dependability

### .. In Pack- and Check-Weighing Operations

A new "over and under" scale for pack- and check-weighing with an amazing sensitivity, marvelous accuracy and sturdy dependability, offering many new and vitally important advantages never before available to food manufacturers.

Sensitive to 1-64th of an ounce, 1-1000th of a pound  
... Stops overweight losses ... More than an inch travel of the indicator per ounce ... Variations from desired weight are emphasized to the greatest degree  
... Speeds up production—no careful time-taking centering of weights or packages ... You get more finished packages from bulk with the new Toledo Gravitygram  
... Highly accurate check-weighing enables closer and more economical machine control

All the features you have always wanted in a packaging scale, you will find in the Toledo Gravitygram. Call the nearest Toledo Scale Office for a demonstration. There is no obligation, of course ... Toledo Scale Company, Toledo, Ohio; Canadian Toledo Scale Company, Ltd., Windsor, Ont.



**TOLEDO**  
**SCALES**

NO SPRINGS . . HONEST WEIGHT

## The Package as a Showroom

(Continued from page 45) personal achievement in golden contrast with the wine-red of beets and the crisp brown of baked potatoes, or in colorful harmony with the fresh green of a salad.

It follows that the sales possibilities of a food product are increased in like proportion as its attractive form and color fit into or suggest a mental picture of an enviable meal.

Therefore, in precisely the same way that the highly successful merchandising methods employed in the automobile industry are based upon the secondary eye appeal for women of the colorful machine, the merchandising of a food product should be based in great part upon the natural and potential attractiveness of the food.

Thus, the package, which bears the same relationship to the food as the showroom to the car, should be designed to display the color and form of the food to the highest suggestive advantage. Likewise, the container by its own graceful form, attractive appointments and its harmony with its colorful contents should further the mental picture of an impressive meal extant in the mind of the feminine consumer.

## When Moulded Pulp Containers Come to America

(Continued from page 48) moulded pulp surfaces that have the glamour of the finest polished mahogany.

**P**ERHAPS the most dramatic single spectacle in this foreign invasion of the American packaging field will be revealed in the requisitioning of the new medium for the household packaging of frozen foods. As readers of MODERN PACKAGING well know, one of the most acute marketing problems of the age is the finding of suitable containers for the quick-frozen meats, fishery products, fresh fruits and vegetables. It is not too much to say that the success of this spectacular new industry hinges upon the provision of foolproof refrigerated packages that will carry through satis-

factorily to ultimate consumers, despite the possible shortcomings in the low temperature storage facilities of small retail stores.

It is well known in trade circles that the leading producers of the frozen pack have been trying out all manner of containers such as tin, individual paper cartons, and so on. Almost no one, however, has been let into the secret that these searchers have been carrying on the most exhaustive tests of special models of moulded pulp packages. And, if unofficial report is to be credited, with the most convincing results. If the moulded pulp candidate wins in the race for the frosted food goal it will be due in large measure to the inherent qualities of insulation found in the material. With its light weight, thickness of wall is no particular problem in the moulded pulp container and thus the pulp package may take on the semblance of a miniature household refrigerator. Indeed, its component material approximates that which is being employed by preference these days as an insulating agent in the best makes of household refrigerators or ice boxes. The tests of moulded pulp carriers for frozen specialties are continuing, extending to transcontinental distribution and prolonged storage at retail outlets. If the final verdict bears out the preliminary findings, the frozen food stage will be all set for the moulded pulp package when it goes into quantity production.

**A** booklet entitled "Shears, Paper Box Machinery Cutters" has recently been issued by John Jacques & Son, Worcester, Mass., which includes a description of machines manufactured by this company as follows: paper slitter and rewinder, one with two and the other with three rewinding bars; special slitter and rewinder with follower knives; bench slitter; strawboard shear with angle table gage; blue print trimming shears; bench shear; card cutters' or box makers' fine paper shears; bookbinders' shears; pasteboard shears; window shade cutter and creaser; improved 14-in. paper or label cutter; 20-in. paper cutter; improved card cutters for fine card cutting; and spring gage for narrow cutting.



### ....Your Earning Power Is Increased when you use a **DIAMOND POWER CUTTER**

When cost goes down, the profit margin goes up.... That's how the CHALLENGE-DIAMOND Power Cutter increases profits. It does its work in less time—it never fails. Speed with safety is a big CHALLENGE-DIAMOND feature.... never any ragged cuts—never a delay. The operator—the stock—your profits are protected. It's an all-around money-maker, and you can bank on it day in and day out, year after year. Investigate now—It will pay you. Write for details and prices today!

**The Challenge Machinery Company**  
Chicago 17-19 E. Austin Ave.    **Grand Haven, Michigan**    **New York** 200 Hudson Street











AN ADHESIVE FOR EVERY  
MACHINE OR HAND OPERATION

**THE TEST OF TIME**  
*Has Proven the  
Superiority of*



**GLUES-GUMS-  
PASTES**

Not in one case—not a dozen—not even hundreds form the background for National's reputation.

For years we have striven to make you feel that National is more than "another adhesive company"—your satisfaction is our constant aim and purpose—and we really go to extremes to attain that end. We study your wants and desires—we try to deserve your patronage and prove our appreciation. That is why National's reputation and business have grown with leaps and bounds.

**NATIONAL  
ADHESIVES  
CORPORATION**

*Executive Offices: NEW YORK*

**WORLD'S LARGEST PRODUCER  
OF ADHESIVES**

MAKE YOUR PACKAGE  
**OUTSTANDING!**  
WITH

**PERFECTED CUT  
EMBOSSD SEALS**

CREATED  
AND PRODUCED

ONLY

IN THE SHOPS OF

*The* **TABLET & TICKET CO.**

1021 WEST  
ADAMS ST.

CHICAGO  
ILLINOIS

115 EAST 23rd ST.  
NEW YORK

407 SANSOME ST.  
SAN FRANCISCO

*Our Designing and Planning  
Depts. Invite Consultation.*

**"Certified" Lace Paper  
Edgings Doilies**

*"The Finishing Touch  
That Counts."*

THE purpose of proper packaging is to enhance the visual appeal of the product. It is in the fulfillment of this aim that lace paper plays its important . . . its most important part.

Lace paper edgings and doilies can add to your boxes the final touch that means perfection. And the acme of perfection is, of course, to be found in the products of the

**U. S. Lace Paper Works**

163 UNION AVENUE  
BROOKLYN, N. Y.

*Distributors*  
Zellerbach Paper Co.  
The Sanitary Products Co.

## ADD MEAD SERVICE TO FRASER BOARD

**F**RASER Board is produced in the most modern of mills. It is of constant uniform quality made from the finest of sulphite and ground wood.

Adding to this highest quality board a service of similar high standard, the Mead organization offers you three convenient sales offices from which the manufacturer can secure practical and profitable advice on boxboard and its working qualities.

Call in a Mead salesman today. His technical knowledge, backed by Fraser quality, is your assurance that your specialized needs will receive expert consideration.

### MEAD SALES COMPANY

SOLE SALES AGENTS

230 PARK AVE., NEW YORK

CHICAGO

DAYTON

### On Regular Production

Solid Bleached  
Sulphite

Double Bleached  
Sulphite Lined  
Board

Single Bleached  
Sulphite Lined  
Manila Back

Solid Manila

Manila Lined Board

Wood Pulp Board

Sulphite and Ground  
Wood Specialties

**M**ANUFACTURER of *Automatic Paper Box Machines* which produce the complete box from the roll or blank, printed or plain. We also make *Blanking and Partition Machines*.

Submit sample of any box you use in quantities, and we will advise price and delivery of machinery best suited for your requirements.

## INMAN

MANUFACTURING CO., INC.

AMSTERDAM, N. Y.



ON THE OCEAN FRONT

The  
**Breakers**  
ATLANTIC CITY N.J.

Modern in construction, luxurious in appointments and convenient to all piers and amusements.

American or European Plan  
Hot and Cold Sea Water in all Baths  
Garage Attached  
Bathing from Rooms

*Sensible Rates Withal!*  
HILLMAN MANAGEMENT



**T**O THE THIRTY FIVE BILLIONS OF CARTONS USED IN THIS COUNTRY  
LAST YEAR OUR CONTRIBUTION WAS A MATERIAL FACTOR, AND  
OF MANY STYLES AND VARIETIES.

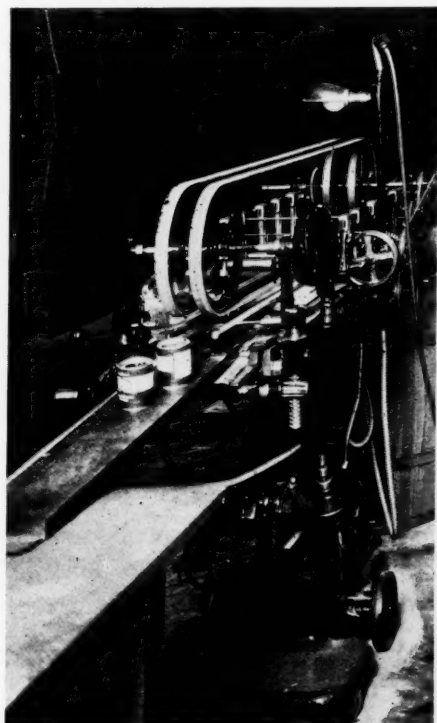
THESE CARTONS ARE OF SUCH ATTRACTIVENESS AND BEAUTY THAT  
THEY ARE NATURAL SALES BUILDERS. ALSO, THEY ARE MANUFACTURED  
TO AN EXTREME DEGREE OF PRECISION, WHICH MEANS THAT  
WASTE IN YOUR PACKAGING MACHINERY IS BROUGHT DOWN TO AN  
IRREDUCIBLE MINIMUM.

**FORT ORANGE PAPER COMPANY**  
CASTLETON-ON-HUDSON, N. Y.

NEW YORK

See our Data  
in the  
PACKAGING CATALOG

BOSTON



## McKesson & Robbins know good Labeling

and they have discovered that Burt knows how to  
produce good labeling . . . without frills, without  
secrets. They now employ five Burt labelers in their  
Bridgeport plant . . . five machines which do their  
one job to perfection . . . on cans of all sizes, paper  
and tin alike. To see the type of job these labelers  
are turning out . . . look into your medicine chest.  
And to see the rest of the Burt story . . . write us  
today.

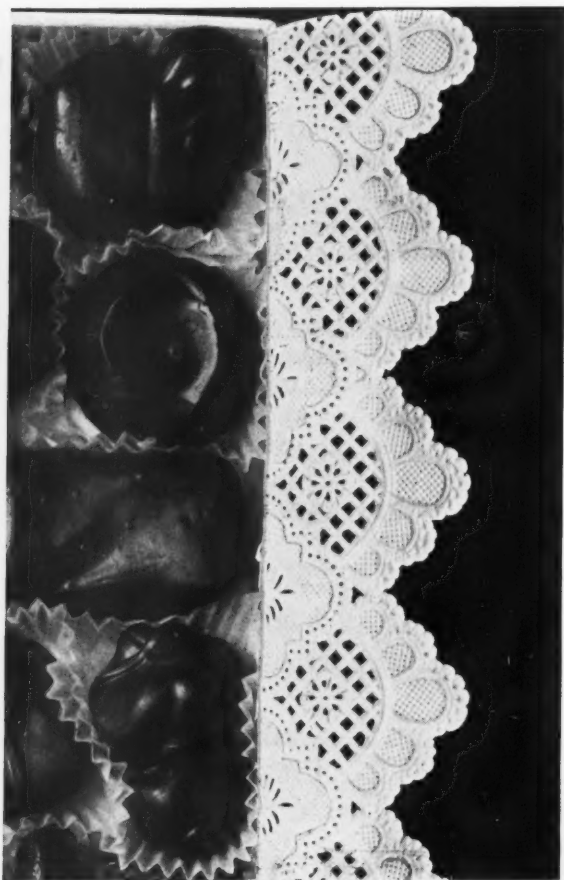
## BURT MACHINE CO.

MAIN OFFICE and PLANT, BALTIMORE, MD.

Sales Offices: New York, Chicago and San Francisco

*If you label . . . You need Burt*





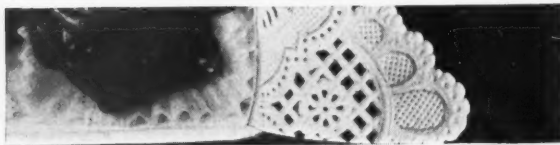
## Boxes That Make Sales

Laced boxes give your customers every advantage in retail selling. To them, the use of strip laces is worth far more than the cost of application! And to you Milapaco Laces assure economy. They are uniform in quality, cleanly cut, easily separated and readily handled. You have a choice of many beautiful standard designs, as well as exclusive patterns for your clients' own use.

*Samples will be mailed to you on request.*

**Milapaco**  
Lace Papers of Character  
REG. U.S. PAT. OFF.

MILWAUKEE LACE PAPER COMPANY  
Gordon Place Milwaukee, Wis.



COMING TO PHILADELPHIA?

Stop at the  
**HOTEL MAJESTIC**  
BROAD ST. AND GIRARD AVE.

**400** LARGE ROOMS  
each with private bath

**\$3** per day

with running water

**\$2** per day

Garage adjacent. Only hotel with  
a subway entrance from lobby.  
Few minutes from R. R. Station


Wire for reservations at our expense

JOHN C. GOSSLER, Manager

UNDER NEW MANAGEMENT

**700 ROOMS**  
**WITH BATH**  
**RUNNING ICEWATER.**  
**\$3.00** SINGLE up  
**\$5.00** DOUBLE up  
**\$10.00** SUITES  
Excellent Restaurant  
and the Nationally  
Famous **PARAMOUNT**  
**GRILL**

**PARAMOUNT HOTEL**  
46<sup>TH</sup> ST. WEST OF BROADWAY  
"IN THE HEART OF TIMES SQUARE"



# There is *no Substitute* for Experience!

BEN FRANKLIN

The knowledge gained by more than fifty years EXPERIENCE is used in making "U. S." Labels and Folding Boxes that help sell goods.

"U. S." packages speed up production because they work right on automatic machines.

Proper packaging is among the most vital of merchandising problems. "U. S." salesmen are experts on all matters pertaining to labels and folding boxes.

Let us be your package counsellors.



## BRAND NAMES

*The Courts have decided that brand names and trade marks are valuable property that deserves to be protected. It is unsafe to adopt a new brand without first making a thorough investigation.*

*Consult our Trade Mark Bureau. The service is free.*

## THE UNITED STATES PRINTING & LITHOGRAPH CO.

CINCINNATI    BROOKLYN    BALTIMORE  
110 Beech St.    101 N. 3rd St.    28 Cross St.

COLOR PRINTING HEADQUARTERS



BOONTON Molded jar covers, bottle caps and tube caps of Bakelite or Durez . . . now have a greater appeal for you because we have added the liner retention recess (molded in and patented).

No more will the cap liner stick to the bottle . . . it will remain where it belongs in the cap.

Note the newly designed bottle cap . . . an exclusive Boonton development (pat. applied for) cleanly molded with the Boonton high gloss finish.

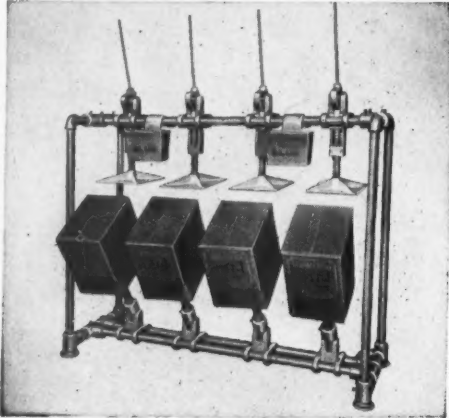
All standard sizes, of course, and some colors are available, also imprinting and special designs to order.

## BOONTON MOLDING COMPANY

BOONTON, NEW JERSEY  
NEW YORK OFFICE - 30 CHURCH STREET  
Cortland 7970

## Solving the Problem in the Shipping Room—

No company can afford to be without this wonderful labor saving machine regardless of how small or how large his production may be. There is a Harmon Sealer that will answer his requirements.



After container has been sealed



Harmon Sealer Exhibit  
National Canners Convention  
Chicago, Jan 27th

- 1—Metal Construction throughout.
- 2—Simple! Rigid! Foolproof!
- 3—Requires no skilled labor to operate.
- 4—Applies an equal amount of pressure on all sealing surfaces of your container.
- 5—Shipping container carries better in transit.

Write Today for Particulars

**THE HARMON SEALER, Inc.**  
4017-19 West Lake St. Chicago, Ill.

Agent  
Wm. M. Purdy Co.  
New York City

*Specify*

*Gaylord  
Liners*

WHEN ORDERING  
CORRUGATED OR SOLID FIBRE  
**BOXES**

**ROBERT GAYLORD, INC.**  
GENERAL OFFICES ~ SAINT LOUIS



boxes covered with attractive  
papers may cost a **little** or a  
**lot** « « « « « our  
papers are **never** expensive.  
sample books sent without  
obligation enable you to select  
**your** paper at **your** price.

Matthias & Freeman Paper Co.  
Manufacturers • Distributors  
BOX COVER PAPERS  
143 N. Fifth Street Philadelphia, Pa.

*SilverStitch*  
REG. U. S. PAT. OFF.

**resists rust longer  
than ordinary stapling wire**

This feature assures the neat appearance of your boxes at destination. Inside cartons are also protected against rust spots. Without obligation, we shall be glad to send you a free five-pound coil of SILVER-STITCH. Just tell us the size of wire you use.

**ACME STEEL COMPANY**

General Offices: 2840 Archer Ave., Chicago



Wound in 10 and 5 pound coils.



## **FIBRE CANS** *of Every Description*

Here is one place where you can get a quality product, plus real service, at the same cost you would expend on a mediocre product.

We manufacture fibre cans—square, round, oblong, with tin tops and bottoms and also complete with labels.

Leaders in industry use our cans exclusively. May we quote you on your requirements?

*Ask for samples and prices*

**R. C. CAN CO.**

121 CHAMBERS ST. ST. LOUIS, MO.





## Among His Treasured Business Aids . . . . . The Packaging Catalog.

The buyer of packaging materials buys not only cartons, or bottles, or paper, or glue, or machines, but all of these things throughout the year. He has no room for the catalogs of a hundred makers of every product he uses but **HE HAS ROOM** for one volume which will give him all the necessary data on any subject at the time he needs that information.

For this reason he is glad to keep **THE PACKAGING CATALOG** upon his desk . . . glad to pay for it if necessary. And for this very reason over eighty manufacturers of the things he makes have found that the best medium to get his business is **THE PACKAGING CATALOG**. They know that he will come to it when he is ready to buy and

that then he will read their matter with the avid interest which no ill-timed private catalog can command.

We are now building your 1931 catalog file. We are having the most expert men in their individual fields compile the editorial matter, making it up-to-date and accurate, an encyclopaedia of Packaging Information. We are having our artists and copy service bureau aid our advertisers in preparing the best sort of material for their inserts in the Catalog.

We have an interesting file of letters from both advertisers and users of last year's catalog, which, unsolicited, proved more for the volume than any claims we can make. And we have definite figures as to how the catalog can 'halve, halve and halve again your costs for direct mail and private catalog advertising. Call upon us to bring this matter before you.

# WE ARE NOW BUILDING

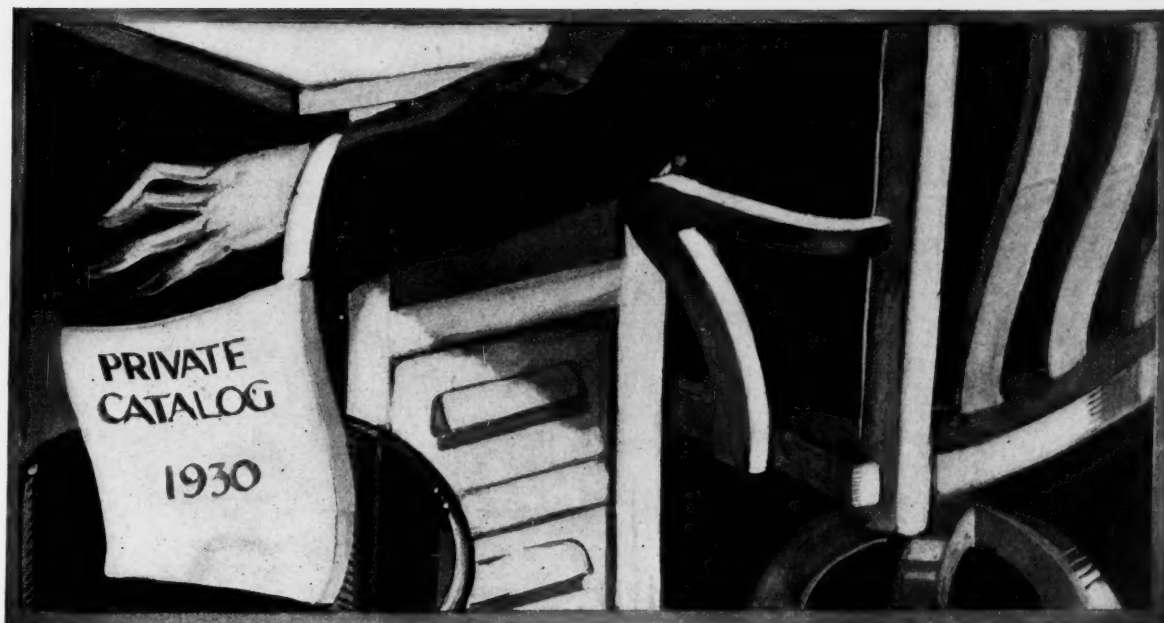
## BRESKIN AND CHARLTON PUBLISHING CORP.

11 Park Place

New York

Modern Packaging





These are words you might well use whenever you ship a private catalog. For the waste basket is the destination of the greatest part of all private catalogs. Not because they are not well gotten up, uninteresting or informative but merely because they seldom arrive at the exactly right moment and because they take up too much room when lying around until they will be needed.

An investigation conducted by the F. W. Dodge Corp. on a nation-wide scale proved conclusively that over **NINETY PERCENT** of all private catalogs were wasted. Only such manufacturers as wish to provide wastebasket fodder, at from thirty cents to a dollar or more per unit, can continue to rely solely upon private catalogs to keep their information before their prospects.

The private catalog, in some rare cases, still serves a function but **ONLY** as an adjunct to the Trade

"There Goes Another Dollar into the Waste Basket."

Catalog. The Trade Catalog gets your information to every prospect in the industry, without waste circulation and without omissions. Having done so it keeps it before the prospect because it is a file of information, valuable as no private catalog can ever be.

The Trade Catalog of your industry is **THE PACKAGING CATALOG**. It reduces your catalog costs to one-fifth or less. It increases your active circulation by ninety percent. **IT**, of all items, must go on your schedule of advertising.

## YOUR 1931 CATALOG FILE

**BRESKIN AND CHARLTON PUBLISHING CORP.**

11 Park Place

New York

September, 1930

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# Milestones of Modern Merchandising—



## That Girdle the Globe

There are names and products that are known and available in populous cities and at the crossroads of civilization—veritable monuments to the perspicacity of the manufacturers who have recognized the importance of containers that make it easy for anyone to buy.

An amazing and an increasing number of such products are being packed in tubes made by the dean of tube manufacturers.

Complete line of  
Leak-proof Sprink-  
ler Tops

# A. H. WIRZ, Inc.

ESTABLISHED 1856

*Collapsible Tubes*

*Metal Sprinkler Tops*

Chester, Pennsylvania

NEW YORK  
30 East 42nd Street  
Phone: MURray Hill 3447

CHICAGO  
Railway Exchange Bldg., Jackson & Michigan  
Phone: HARrison 3015-3016

LOS ANGELES  
1231 E. Seventh Street  
Phone: TUCKer 4150





## Here's where the selling starts

**J**UST when the customer is window shopping—just when he's making his choice inside the dealer's store—just in that moment of indecision—that's when your selling starts. Often the eyes are judge and jury so far as first sales are concerned. The package that looks like quality has the edge on all the rest.

Through a considerable chain of years, we've watched appearance play its part. We've seen worthy products trail the list because the package design wasn't right. Again and again we've seen inviting containers

contribute to greatly increased sales. Yes, we've developed a healthy respect for good looks in fine containers. We know quite a bit about designing the kind of package that sells.

A background of experience in package design is waiting for you at Canco—designers, artists, lithographers, students of markets, to help you get the most in package value for your product. We can help you with your own

ideas for a first rate selling package. We can help you create one worthy of your product in appearance and in sales.

**- AMERICAN -  
CAN COMPANY**

